PRINTERS' INK

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CXXXVII, No. 3 New York, October 21, 1926

10c A COPY

Pride of Craftsmanship

WHEN John Mabie, more than eighty years ago, melted down English sovereigns to get coin gold for his pen points, he set the standard of quality on which the house of Mabie Todd & Company have built their business.

Mabie Todd & Company have made Swan Fountain Pens ever since fountain pens were invented. They have made them with all the pains-

taking care and delicate accuracy that an expert craftsman devotes to the fashioning of hand-wrought jewelry. The corollary of this skilled handwork is masterly pen performance, always and at once appreciated by those who shun mediocrity.

Ours is the office of acquainting the discriminating with the exquisite craftsmanship and fine performance of this master pen. Swan advertising is a retlection of Mabie Todd manufacturing ideals. In it you will find no attempt to outshout others. Throughout it broods a sense of confidence in de luxe workmanship. It places the Swan in the reader's fingers as his own personal pen, answering instantly to every writing need and taking the writing load like the thoroughbred it is.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BORLON

CHICAGO

AN FRANCIS





If this is your definition ...

"Dealer Influence," we believe, comes from the creation among a merchant's own customers of confidence and good-will toward the products that merchant carries. That's what moves goods off his shelves! And the result is dealer confidence and good - will toward the publication that does this job.

The Standard Unit papers have proved "dealer influence" in the home communities where your distribution is greatest-and where 2,000,000 prosperous farm families buy!

Read the Story on Pages

127 to 140



STANDARD FARE UN

One order-one plate-one bill

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

New York Willard R. Downing, Eastern Mr. Courtney D. Freeman, Western Mgr. 307 North Michigan Ave.

San Francisco, Kohl Bidg.

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PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879. NEW YORK, OCTOBER 21, 1926

Our Salesmen Have No Sales Territories!

Each Man Covers the Entire Country and Everybody, Including the Company, Is Happy

By K. G. Merrill

Vice-President, M B. Skinner Company

FEW years ago, a condi-A tion arose in a certain territory that is very common in all lines of business. A jobber's account had fallen off and it was felt that the time had come to adopt heroic measures for the purpose of re-covering the lost business. The usual course of procedure, under these circumstances, is for the sales manager to hop on a train and go down to see the customer.

But at this particular time, the sales manager was ill and it was impossible for him to visit the slipping jobber. Whereupon the thought struck us-"Why not send

another salesman?"

We happened to have a salesman from another territory in the dispatched him on the errand. Not only did he adjust the trouble, but he discovered so many new aspects of the situation in this town that at first we thought the salesman who regularly covered the territory was not up to his work. On further investigation, however, we realized that we had only had a demonstration of the value of getting a fresh viewpoint on the city in question.

An experience like this may be taken lightly or it may be used as the nucleus of a more or less radi-cal idea. The more we thought about it the more we became convinced that there was something in this "fresh viewpoint" idea. After some months of delibera-

tion, we took the plunge and definitely decided on a policy of having each salesman cover all territories. That is to say, we decided to have our salesmen go through our various territories in rotation. No salesman would have his own territory-every man would cover the entire country. One day, salesman Jones might be in New York; the next week in New Orleans.

To get down to details, the concern with which I am connected is manufacturing a line of engineering goods which are distributed through the jobbers of the United States. We divide the country off roughly into seven sections, and under the old plan each section had a salesman who called regularly on the jobbers in his section. Under the new policy, each salesman was to see all the customers in all seven sections two or three times before the year was out.

It immediately developed that it was necessary for Salesman B to be acquainted with exactly what Salesman A had done when he called on the territory that B was now working. For this purpose, a very complete system of daily reports has been adopted which keeps each salesman informed, not only as to what the previous salesman in that territory did, but regarding the history of the account over the last two years. If Sales-man A had discovered the possi-bility of a big order for certain

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items coming through shortly, Salesman B was told this at the time he called upon the customer; and, if B failed to get it, it was included in the information for Salesman C when he got there.

Let me discuss some of the questions that arose in our minds when we were adopting the policy—and which no doubt are arising in the reader's mind—and bring into the discussion what our subsequent experience has shown us.

In the first place, is this plan any more expensive than the exclusive territory plan?

clusive territory plan? In the long run, no. Our salesmen have a drawing account of a certain amount per week which is permissible for traveling expenses. The hotel rates in various cities do not differ materially. The price of meals is not greatly different in one city than in another, The amount of money spent for carfare, for entertainment, for automobile hire is about the same in Los Angeles as it is in New York. The first time a salesman went into a new territory it cost him a little more until he learned the ropes, but the second time he hit that territory he knew how to "get by' economically. Your experienced traveler usually manages to live

well without being extravagant.

Can this plan be worked on every sales force?

No, we do not think it can. It so happens that our sales force is on a salary basis, pure and simple. In our line of business so much of the volume expected from any territory comes from our advertising—so much business comes in by mail—that it is very difficult to put a salesman on a commission basis and be fair either to him or ourselves. We, therefore, have the men on a salary basis, their salary being based upon their general effectiveness, which is really easily arrived at.

Incidentally, the rotation of salesmen through various territories brings out qualities unsuspected in some and also shows others to be not quite so effective as had been supposed. In other words, it opens up many opportunities to educate and guide the

salesmen to better performance. A record is kept of the actual orders each man gets and a very satisfactory rivalry has come up among the men to see who can get the most out of each territory.

It will be very natural to ask whether any personal animosity between the salesmen has resulted from this policy of ours. No, it has not. Rather there has been a sort of mystified wonder on the part of each man as to how some other salesman has been able to get orders in his territory that he was never able to get.

We drilled our men, before they started out on this rotation policy, along these lines-"Remember this: only one thing can wreck this plan of ours and that is for personal feeling to develop among the salesmen. Don't let it. Boost the other Skinner salesmen. You will hear plenty of things. If a man says that the previous representative was a wonder, don't take it that he means you are not-agree with him and say you think so yourself. On the other hand, if the jobber knocks some one of our men, stand up for him. Do your best to find out what objection was found to this salesman, and then tell the jobber everything good you know about him. Remember the other men are doing the same for you. Remember that there are accounts where you've found your reception has not always been good. A brother salesman with a different viewpoint and a different person-ality will make it easier for you next time."

The salesmen realized that responsibility lay upon each of them to foster the general reputation of the house by fostering the reputations of its representatives. So, instead of animosities, we have a remarkable esprit de corps.

RESULTS OF THE POLICY

Now that I have tried to explain the system itself and tried to parry any objections that would be found with it, let me go into some details as to what the policy has brought us.

(1) The rotation of salesmen corrects trouble. Just suppose that

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Why?

Why does Christian Herald—with less than a quarter million circulation—carry thousands of lines more advertising than any other small town and village magazine?

Isn't It Worth Looking
Into?

Christian Herald

Bible House, N. Y.

GRAHAM PATTERSON, Publisher

J. Paul Maynard, Advertising Manager

Salesman A had called on an account and oversold it on a certain item. His pride keeps him from attempting to adjust the matter; in fact, he stalls off the fatal day when this overselling of his—always unintentional—is to be discussed. When Salesman B calls on this account he has no previous history to live down, and he cuts right to the heart of the matter, gets the jobber to exchange the overstock for salable goods that he can sell readily and the matter is instantly adjusted.

No one can ever afford to forget the personal element in business. There are certain personalities that rub each other the wrong way. There is a certain type of buyer to whom I make no appeal whatsoever. We all have our opposites and we all have people on whom we must call who do not like us. There is no reason for it, except our personalities do not

jibe.

Now, if Salesman A has always affected Mr. Jones of the Jones Engineering Company unpleasantly, Salesman B comes in, who is an entirely different type of man, and before he is through with the interview Mr. Jones is saying—"By golly, why didn't you come in and see me before; I like to talk to men like you. You know, I never got along with that fellow A at all." Whereupon Salesman B tells him that A is not a bad scout after all and A gets a more charitable reception next time because of the liking that Mr. Jones has taken to Salesman B.

NEW ACCOUNTS UNCOVERED

(2) Rotating salesmen stirs up new accounts. There is not a territory in this country covered by any organization in which there are not new accounts which have not been touched. One of the reasons why these new accounts are not called on is that a salesman, in covering a territory, and one territory only, eventually becomes so familiar with it that a new store can go up across the street from one of his most valuable accounts and he will not see it. He has laid

out a routine plan for himself in working every town and he hesitates to disturb that routine.

Our Salesman E had been calling on a certain Western territory for the last six years. We were getting a most satisfactory amount of business out of it, particularly from a concern which I will call John Smith & Co. Let us say that John Smith & Co. Let us say that John Smith & Co. salesman E had kept John Smith & Co.'s business up to a high level and had also attended to the other jobbers in the town most beautifully and we had little to expect from Salesman F when our rotation policy started and he first made the town. What happened?

Salesman F got through talking with John Smith & Co., and as he was leaving he said: "What became of your Mr. Gordon whose name appears on my sales record but whom I do not seem to be talking to today?" Whereupon John Smith & Co. told him that Gordon had quit about three years before and gone into business for himself. Mr. Gordon was not a man whom Salesman E had ever come in contact with and he thought he knew the account so well that he never referred to his sales record concerning it.

Whereupon Salesman F immediately left there, looked for a telephone book, hunted up the name of Mr. Gordon's new concern, went over and saw him and sold him a nice line of goods on the reputation which our line had with John Smith & Co. Before he left Denver, three other exactly similar cases had come up and he was able to sell them all. Business? I should say so. And, it was business that Salesman E never would get in a hundred years because he had reduced the town to a routine.

(3) Rotation of salesmen puts new life into old accounts. A little story will help elucidate this point. In the city of Nashville (but it was not there) a certain jobber of ours had been doing a satisfactory volume of business, but that was all. On investigation we found that Salesman D who handled that

(Continued on page 209)

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Red Thomas is a three-letter man

Two reasons why Red is rigged out in moleskins. First, he heaves a hefty forward pass, and—well it's football season!

Red's sport's attire changes with the seasons, and school afternoons seldom find him in street

clothes. In the evening he polishes off his lessons on the doublequick...gets 'em cold, too! Then steps out with all the assurance of a "first nighter."

Red is the average of 500,000 more near-men who read THE AMERICAN BOY. All of them keen about sports and vitally interested in everything from garters to golf courses. 80 per cent are of high-school age, averaging 5 feet 4 inches tall, 115 pounds in weight and 15½ years old. Men in all but years.

They wear men's clothes. They have a man-sized buying capacity and work it for all it's worth. You can sell them anything you sell to men. They know as much about buying as you do, and none of them is shy on facts either.

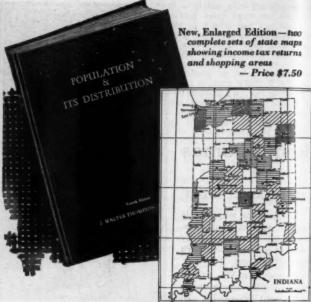
The surest way to reach these 500,000 enthusiastic buyers is through the advertising columns of THE AMERICAN BOY, their known and trusted chum. Copy received by November 10th will appear in January.



The American Boy

Detroit

Michigan



1925 Mid-census population figures

400 pages of Vital Statistics in this New Book for Sales Executives · ·

THE fourth edition of "Population and its Distribution" is just off the press. Since the first edition was published fourteen years ago the demand for accurate market data has become increasingly urgent.

This latest edition has been completely revised and expanded. It contains nearly

400 pages of maps and statistics, many of which have never before been available in book form.

This book contains-

679 Retail Shopping Areas—The retail buying areas of the entire country are given—together with a complete set of maps showing each area according to its commercial rather than political boundaries.

Income Tax Returns — Tables and maps showing tax returns for every county in the United States arranged for ready comparison with population figures for the same county.

Retail and Wholesale Dealers—A new compilation made for this book covering eighteen trades by states and cities—including hardware, grocery, drugs, automotive, etc.

Chain Stores — The number of chain stores in every city over 25,000 is listed.

1925 Population Figures — Latest figures based on state censuses and Federal estimates. The population of cities and towns in each state is grouped according to size. The number of cities in each group and the population of each group can be seen at a glance.

We shall be glad to send you a copy of "Population and Its Distribution" upon receipt of seven dollars and a half (\$7.50). If you wish to return the book within five days we shall refund your money. Just fill out the coupon below.

| J. | Walter | Thompson | Company, | Department | | |
|----|--------|------------|-------------|------------|--|--|
| | | 244 Madiso | n Ave., New | York City | | |

I enclose \$7.50 for the fourth edition of "Population and Its Distribution."

Name____

Address

Won Dealers Through Mail-Order Copy to Consumers

How a Manufacturer of Auto Seat Covers Proved That It Is Possible to Start a Quick Demand in a Cold Market

BOUT eighteen months ago, a manufacturer occupying a loft on lower Sixth Avenue, New York, had a moderate sale for a line of auto seat covers which he mar-keted in small lots,

principally through local department stores.

He had never advertised this product, believing the expense too great for his capital.

Having no salesmen, he experienced great difficulty in obtaining new outlets. He knew that if his trade was to expand he must have more dealers, but his personal efforts brought slow results in a very restricted territory.

Discovering, at last, that a limited test campaign outside the metropolitan area would entail only a small expense, he inserted tryout advertisements in the newspapers of a few small cities. His copy was of the mailorder kind, carefully keyed and addressed to the consumer. line or two was added inviting inquiries from dealers.

The response was encouraging, while the orders direct from consumers were so numerous that he was satisfied he had a product for which there was a real need. A check-up of results showed that a certain copy appeal pulled better than any other.

With this as a basis, his next step was to insert a forty-sevenline mail-order advertisement in a national weekly. The returns from this were so profitable that he ordered a further insertion of the

same advertisement, repeated at intervals of about two weeks.

With this as a beginning, the Durant Motocover Company has had large spaces in two national



"REASON WHY" COPY HAS BEEN USED WITH CONSIDERABLE SUCCESS

> weeklies, a woman's publication and a farm monthly.

In eighteen months, the volume of business has increased severalfold. The company has enlarged its plant several times and finally moved into new quarters. It has moved into new quarters. dealers all over the United States and employs a staff of sales men.

The orders received direct from the public have paid for all advertising space, covered the merchandise, and left a substantial profit

A striking feature of the com-

DURANT MOTOCOVER COMPANY, I

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No!



Des Moines is not on the New York Central, the Pennsylvania or the B & O!

But these three eastern trunk lines know that many of their east-bound passengers from Chicago start their journeys from Iowa.

They invite Iowa travellers by placing their full line of copy in The Des Moines Register and Tribune.

Every third family in Iowa reads The Des Moines Register and Tribune. Its daily circulation is over 175,000—the largest in the Mississippi Valley aside from the Kansas City and St. Louis newspapers.

Travel Bureau

For years this department of The Register and Tribune has been helping Iowans plan their journeys. A trained staff answers hundreds of travel inquiries each month. As it is the only travel bureau in the state, Iowans look to it for aid.

The Des Moines Register and Tribune

Over 175,000 daily circulation-99% in Iowa.

pany's growth is that each advertisement has paid for itself. The cash comes in quickly, as each parcel sent to the consumer goes out C.O.D. In one week, the company received the cash for 1,000 sets of covers at \$14.50 each. Last year a total of over 75,000 sets were sold. These sets consist of tailormade covers which fit over the seats, backs, sides, and doors of all the standard makes of cars.

There are various features of the campaign which run contrary to tradition. The copy is infre-quently changed, being repeated several times in the same medium

without alteration.

It has been found that a good piece of copy will pull better the second time than the first, and in some cases better the third time than the second. When a fresher appearance is thought desirable, a new illustration is used, but the copy is left alone except in minor details.

The copy appeal has been worked out after thorough testing and has a double basis - protection and beauty. If anything, however, the beauty appeal outweighs the protection, so much so that in the four "reasons-why," beauty tops

the list.

It appears that the idea of protection is somewhat obvious and can be taken for granted, but the emphasis on beauty reassures the buyer and also makes its impression on the buyer's wife, who is

often so potent a factor.

There are very few people nowadays, who will contend that advertising will, in any given case, cause consumer demand. campaign establishes consumer acceptance, the advertiser of a trade-mark or brand-name is satisfied. It happens, however, that the Durant company has obtained no small part of its present large list of dealers through consumer demand secured through its mailorder advertising. Dealers have written in to say that they have been compelled to stock Durant seat covers because customers have asked for them by name.

Advertising that will do this places a manufacturer in a very

enviable position.

Appointed by International Mercantile Marine

The International Mercantile Marine The International Mercantile Marine Company, New York, has appointed Thomas J. Keresey as advertising ma-ager, effective November 1, to succeed Henry G. Chambers. Mr. Keresey was recently a member of the New York copy staff of Lord & Thomas and

Mr. Chambers will join the New York office of the Boston Globe where he will have charge of financial, steam-

ship, and resort advertising.

J. H. Barnes, President, Klearflax Linen Looms

Julius H. Barnes, formerly president of the Klearflax Linen Looms, Inc., Duluth, Minn., has resumed the presidency of that company, succeeding James E. Ten Eyck. Mr. Barnes will make New York his headquarters. P. R. Moore, production manager, has been made general manager, loseph Carter continues as general sales manager. general sal manager.

Silver King Account for

The Silver King Mineral Water Company, New York, maker of Silver King ginger ale and mineral water, has appointed Hommann, Tarcher & Cornell, Inc.. New York advertising agency, to direct its advertising account. count.

Sellers Kitchen Cabinet Account for Chicago Agency

The G. I. Sellers & Sons Company, Elwood, Ind., manufacturer of Sellers kitchen cabinets, has placed its advertis-ing account with Henri, Hurst & ing account with Henri, Hurst & McDonald, Chicago advertising agency.

Newspaper Campaign for Nash Coffee

The Nash Coffee Company, Minneapolis, Minn., is planning a newspaper advertising campaign in Minnesota. Iowa and Montana. The Mitchell Advertising Company, of Minneapolis, will direct this campaign.

Happiness Candy Stores Account for Wales Agency

The Happiness Candy Stores, Inc., Long Island City, N. Y., has appointed the Wales Advertising Company, Inc., New York, to direct in advertising account.

Daniel Reeves Appoints Federal Agency

Daniel Reeves, Inc., New York, chain grocery stores, has appointed the Federal Advertising Agency, Inc., to direct its advertising account.

Hore Than One Half Million Wisconsin Readers Every Day

"The Proof of The Pudding---"

NINETY PER CENT of all families using package prunes in Greater Milwaukee bought the two leading brands last year.

Both of these were advertised exclusively in The Journal. The remaining 10 per cent of all families divided their preference among 15 other brands of package prupes.

Eighty nine per cent of the total number of package raisin consumers in Greater Milwarkee used the leading brand during 1925. This brand was advertised exclusively to the Journal. Thirtyone other brands depended for their sales on only 11 per cent of all package raisin consumers.

In this rich and stable market the most successful advertisers in all lines concentrate in—

THE MILWAUKEE JOURNAL

Read by More Than Four Out of Five Milwaukee Families

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Putting Oil

Certainly the choice of a heating system is a family matter—a subject for advertising, above all, in a home newspaper.

The Winslow Boiler and Engineering Company capitalize this fact in their advertising in Chicago of "Kleen-Heet" oil-burners. This year they are running a consistent and aggressive campaign in The Daily News, having used, in the first nine months, more space in The Daily News than in all other Chicago papers combined.

If your product is of interest to the family you simply can't go wrong in Chicago when you advertise in

THE CHICAGO

First ica

Advertising Representatives:

NEW YORK J. B. Woodward 110 E. 42d St. Woodward & Kd 300 N. Michigan ileat

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he ng Member of The 100,000 Group of American Cities.



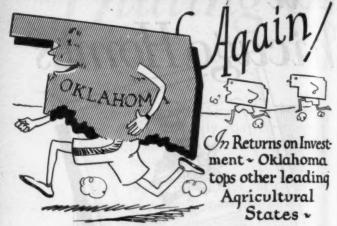
GOAILY NEWS

irst icago

CAGO d & Ke DETROIT odward & Kelly Arts Building

SAN FRANCISCO C. Geo. Krogness 253 First Nat'l Bank Bldg.

Oklahoma Leads



KLAHOMA farmers deserve their abundant prosperity-they are good business men.

According to the 1925 U. S. Agricultural Census, Oklahoma farmers are producing a gross annual re-turn of 67 percent on their investment, while farmers of six other leading agricultural states are earning from 15 to 62 percent.

Notice, too, that in acre value of all crops, Oklahoma exceeds all the states considered in this table except California.

Oklahoma farms are yielding big profits—profits that can be passed along to you if your message is carried to Oklahoma farm homes through the Oklahoma Farmer-Stockman, the state's only farm paper.

| | Acre value of all crops | | | | | | | | Gross return | |
|------------|-------------------------|--|--|--|---|--|----|---------|--------------|--|
| Oklahoma | | | | | | | | \$22.69 | 67% | |
| California | | | | | | | | 27.01 | 62 1 | |
| Kansas . | | | | | | | | 16.73 | 31 " | |
| Nebraska | | | | | | | | 15.87 | 26 " | |
| Wisconsin | | | | | | | | 19.46 | 22 " | |
| Florida . | | | | | | | | 16.00 | 20 4 | |
| Town | | | | | - | | 10 | 19.57 | 15 44 | |

Carl William Editor

Oklahoma Cit

Balbh Miller adu Man

E. KATZ SPECIAL ADVERTISING AGENCY

Hansas City Atlanta New York Chicago Detroit

San Francisco

Transferring Latent Good-Will to Additions to the Line

The Department Store Idea Applied to Merchandising by Manufacturers

By Henry Field

President, Henry Field Seed Company

WO or three years ago there was an article in PRINTERS' INK about the diversification of stock in a retail store. The trend of the presentation was to the general effect that if an item of merchandise can be sold profitably to one's customers it unquestionably belongs in his offerings to his trade, no matter what kind of store

he may be running.

This helped to crystallize an idea that I had had in my mind for quite a while and the outcome is that I have added to my seed stock a considerable list of general merchandise which I am successfully selling by mail. Among other things, these additions include a full line of tires and tubes, farm harness, motor oils and greases, spark plugs, paints, pressure cookers and canners and men's and women's shoes.

This general line was taken on somewhat in the nature of an experiment to fill in the dull times in our seed business. The selling of seeds, as everybody knows, is extremely seasonal. The bulk of our sales are made in February, March and April and there is very little doing during the summer and fall months. But it really was not much of an experiment at that. I knew, almost as well as I know anything, that the goods could be sold profitably—at least that they could help fill in the slack time with something to keep our employees busy and to have a little business moving along. This is exactly the way the proposition has worked out. Our experience shows that PRINTERS' INK knew what it was talking about when it advised merchandisers to branch out and to apply the department store idea to their selling.

In the background we have had the idea more or less definitely formed that this departure might eventually work into a sizable general merchandise business. this is entirely secondary and we are not especially concerned about it. We are ready to take advantage of whatever legitimate opportunities we encounter in the direction of increasing our business, but these will be allowed to come along naturally and in due course. We are not trying to force the thing at all.

Meanwhile, we are accomplishing our purpose which is to put each year's selling on a more even basis and not to have any time where the overhead may be taking away from the profits we may have gained during the busier

There are several outstanding merchandising developments this branching out of the Henry Field Seed Company that I believe are worth a little discussion here. They are old in one way. But, in point of their application to some classes of business, including our own, they are so new as to provide something decidedly interesting to talk about.

BUILDING INDIVIDUALITY

Here is one: A business, especially one conducted by mail, should be built around a central theme-something that gives it individuality, character and standing. If it is properly built over a period of years, there will then be created a selling asset which can be used successfully to branch out into other lines. And even though these lines are remotely allied to the main stock, if at all, they can be sold without the least detri-ment to that stock. In fact they can help it.

I honestly believe that a mer-chandiser can build up good-will for himself and his business to an extent that makes it almost too

valuable to be devoted wholly to his original line. In other words, he may gather unto himself great numbers of satisfied customers who believe in him and his goods and who buy from him consistently season after season. people want other lines of merchandise as well. Why should they not buy them from him? Why should he not utilize their good-will to sell them these other things that they are going to buy from somebody and which they would just as soon buy from him if he had them in stock?

I must emphasize, however, that good-will gained for a specialized line must be unmistakable and clean cut if it is going to be utilized successfully in this way. Moreover, it cannot be built in a day.

To establish the foregoing point, I am going to tell briefly how I happened to start in the seed business and how I have gone about building up this highly valuable good-will which I now find can be capitalized in various directions.

When I was a little boy my mother used to read to me from the catalog of James Vick, who really was the father of the mailorder seed business. These readings convinced me that I wanted to be a seedsman and I insisted that my mother write to Mr. Vick to that effect. Mr. Vick wrote me a personal letter in reply which I carried around until I wore it out. He also sent me a colored picture of gladiolas which was the first I had ever seen.

During all the next summer I worked saving flower seeds and tried in vain to get somebody to buy them from me. Finally, Aunt Martha Long, an old ladv in our town, out of the goodness of her heart gave me an order for fifty cents' worth of the seeds.

This was nearly fifty years ago and I want to say that the inspiration I gained from that first sale has stayed with me from that time to this. A little later, I got a prize of a silver dollar for being regular in attendance at Sunday school and made a few more dollars out of the market gardening business. I invested this capital in pansy plants and was going to get rich

in selling them. But I did not sell them at all.

From that time on, until I was about twenty-one years old, I was engaged mainly in market gardening, with no lessening of my ambition to become a seedsman such as Mr. Vick. Finally, I worked up a satisfactory local trade in strawberry plants and then gradually broadened out into the seed business. My neighbors observed that I had pretty fair luck in gardening and they wanted "some of the same kind of seed that you use."

This caused me, in time, to solicit among my neighbors during the winter and I would work nights and stormy days putting up the seeds and getting them ready for delivery. I sold dependable seed at a reasonable price and helped my customers in every way to make a success with them. Naturally, the business spread as it would have for anybody else conducting it in the same way. Pretty soon I had to get out a

Pretty soon I had to get out a catalog or price list. The first was a four-page folder issued in 1899 which I printed myself at nights on a hand-power press.

This catalog has grown to a place that has put our business among the half dozen largest in the United States. Printers' Ink has been good enough to refer it several times in a highly complimentary way. I have always written the catalog myself and have written the copy in the first person. I have tried to talk in this catalog just as I would if I were selling seeds to a man personally.

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KEEPING THE PERSONAL NOTE

If any one thing above another is responsible for the success of my advertising sent through the mails I believe it is the fact that I have always kept the advertising natural and unstilted. Its whole purpose was to make Henry Field and the Field family an institution. Therefore, the book would have pictures of my wife and children; also, later on, members of my staff. Whenever there has been a marriage in the family this fact has been appropriately related in the catalog. The coming of each

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new baby has been covered in the same way.

I like people and enjoy talking to them. If I can't talk to them personally I like to do it in a letter or through printed matter. I am going into detail here, not to try to praise myself, but to show that successful advertising must be genuine and must come from the heart. It cannot come from the heart unless one thoroughly believes in the things he has to sell and has a wholesome regard and respect for his customers.

I think I can honestly say that my customers believe in me. I never have entered an item in my seed catalog that I did not personally know was good. In cataloging it I would relate my experience with it.

The outcome has been that, during all these years, I have built up the sort of pood-will that causes people to believe me when I tell them that a certain variety of seeds or bulbs is good.

If my customers will believe what I say about seeds and allied items, why will they not have equal confidence when I offer them a tire, a can of paint or any of the other items I have listed above?

WASTED ASSETS

I could see no reason why they should not, and the thing is working out in just the way I expected.

This is why I say, then, that after a house has worked up an outstanding reputation in one line it can safely convey to other lines the good-will it has thus created. If it fails to do this, it is not only overlooking an opportunity for additional profit but is absolutely wasting a highly valuable asset.

There is just one thing to look out for, and here I come to the second of the "several outstanding merchandising developments" suggested previously. This is that the additional lines taken on in the branching out process should be of a character that will not detract from the main line. In other words, the house should preserve its dignity and integrity as a purveyor of the merchandise upon which it has built its repu-

tation and established its good-

I was solemnly warned on this point when I first contemplated diversifying my efforts so as to sell to my customers more of the commodities that I knew they would be perfectly willing to buy from me. Some clever merchandisers suggested to me that by taking on these other things I would run the risk of submerging my seed business, or at least of belittling it. Thus, I would take away from the value of the asset I have been building up through these years as a seedsman rather than utilizing it profitably as a means of helping me sell more goods.

This is an important point, but it is my idea of nothing much to worry about. Unless a man shuts his eyes and impulsively takes on unrelated lines without the least consideration of whether he can sell them, there is little danger of his going wrong here. There are certain natural merchandising limitations that a man can hardly help knowing after he has been in business a long time, and these will almost automatically keep him within proper bounds.

A man branching out as we have done makes a mistake, for instance, if he stocks an unrelated line that he does not know fairly intimately and which cannot work in with the general scheme of selling that he has been practicing all along. Suppose I should add to my stock a full line of pharmaceutical preparations and surgical instruments. To sell these would involve a radical change in my methods. I would have to cultivate an entirely new list of customers and figure out a method of approach that would be opposite from the one that I have been pursuing so successfully for years. I would not know the line nor how to sell it. Perhaps I could learn both. But this, as readily will be seen, would be pulling me away from the seed business and might, in time, tend to change my policy in such a way that I would have no clean-cut asset of any kind.

In this broadening out of our company's business I have made a

rule that I think will jealously guard the asset we have built up. This is that we confine our additional lines strictly to merchandise which we can sell to our present customers, or others of that type—also merchandise that we can sell with the same direct-mail methods that have proved so successful in our seed business. On this account, I can truthfully say that the matter of preserving the integrity of this organization as a seed house is something we do not worry about. It is hugely important, but the natural and logical limitations we have set will take care of it fully.

This policy keeps us on the right track no matter how far we may decide to go in adding new lines. It may be that this will work along in time to a point where we have a big general merchandise mailorder business. If it does, all right. We shall not object.

Our branching out is proving successful because it is logical and natural—nothing forced about it.

And we are maintaining our integrity as a seed house. This, of course, is, and always will be, vital.

St. Louis Printers and Photo-Engravers Meet

The St. Louis Club of Printing House Craftsmen was host to the St. Louis Photo Engravers Club at a joint meeting which was held on October 13. After dinner the meeting was given over to an illustrated lecture on how photo-engravings are made. The lecture was given by C. A. Herbig, secretary of the photo-engravers club. Next month the Craftsmen club plans to hold a similar meeting which will be devoted to the electrotype process.

Allis-Chalmers Profits Increase

The net income for the eight months ended August 30, 1926, of the Allis Chalmers Manufacturing Company, Milwaukee, machinery, amounted to \$2,262,893, after charges, against \$2,-240,883 for the first eight months of 1925.

Detroit Bank Appoints W. W. Winans

Wesley W. Winans, formerly with the E. Sterling Dean Advertising Company, Toronto, has been appointed director of advertising of the Guaranty Trust Company, Detroit.

San Francisco Office for Hearst Papers

Rodney E. Boone, publishers' representative, is now in San Francisco where he will establish an office for the following Hearst newspapers: the Chicago American, Boaton American, Detroit Times, Milwauke Wisconsin News, and the Rochester Journal and American. F. M. Van Giesen, of Mr. Boone's New York office, will be in charge of the new office.

Made General Sales Manager of McKesson & Robbins

McKesson & Robbins, Inc., New York, Calox, Analax, etc., has appointed W. L. Stickney as general sales manager, succeeding the late Charles H. Kiger. Mr. Stickney had been working with Mr. Kiger in sales work and formerly was general sales manager of the American Druggists' Syndicate.

J. H. Williams Joins The Glen Buck Company

Joseph H. Williams, for more than seven years with Lord & Thomas and Logan, Chicago, has been elected vice-president of The Glen Buck Company, advertising agency of that city. Mr. Williams also was for fourteen years with Cosmopolitan as Western representative.

Warrenton Clam Account for Portland Agency

Crossley & Failing, Inc., Portland, Oreg., advertising agency, has been appointed to direct the advertising account of the Warrenton Clam Company. Portland. Pacific Coast newspapers and outdoor advertising will be used.

Mint Growers Plan Campaign

Mint growers of Woodland, Wash, have organized an association under the title of the Woodland Mint Growers, Inc. Plans are under way for a sales promotion and advertising campaign. S. D. Alexander is president of the new corporation and L. D. Planondon is secretary.

Reading Railroad Account to Tracy-Parry

The Philadelphia and Reading Railway has placed its advertising account with the Tracy-Parry Company, Philadelphia advertising agency.

Roger Myhrum, Secretary, George Enos Throop, Inc.

Roger Myhrum has been appointed secretary and a director of George Enos Throop, Inc., Chicago, outdoor advertising. TS

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Quality and Quantity At One Minimum Cost

SUPPOSE you were able to buy a circulation of about 100,000 in Philadelphia—covering every desirable reader in Philadelphia, Camden and vicinity.

Wouldn't you feel that you were getting "quality circulation" and wouldn't you immediately avail yourself of this opportunity of bringing your products before these readers?

Suppose that you were also able to obtain nearly 450,000 additional circulation among the great middle classes through the same newspaper. Wouldn't you use it?

Such a situation is unique. In fact it is probably true of only one newspaper in America. That is the Philadelphia Bulletin. It offers advertisers the complete quality and quantity circulation of the Philadelphia-Camden retail trading area—America's third largest market.

The Bulletin enjoys the confidence of its readers to an unprecedented extent. In the radius of its circulation—the largest in Philadelphia and the third largest in the U. S.—over 3,000,000 persons reside. U. S. Census averages 4.5 to a family. No other newspaper offers such complete coverage and domination at one minimum cost.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

Net paid daily average circulation for six months ending September 30, 1926



535,096 copies

The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

(Copyright 1926, Bulletin Company)

EVENING JOURNAL 677,844

THE Official Sworn Statements of Net Paid Circulation made by New York Evening Newspapers to U. S. Post Office for six months ending September 30, 1926:

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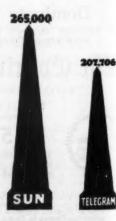
EVENING 677,844

Evening World 295,732 Evening Sun 265,000

Evening Telegram 207,706

Evening Post 34,127





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NEWYORK DURNAL DOMINATES

the New York evening newspaper field because it has 117,112 more home circulation than the Evening World and Sun combined. The Evening Journal has the good-will and confidence of nearly half of all the people who buy and read New York evening papers.

Average net paid circulation for September is:

692,775

94% Concentrated in New York and suburbs.

NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation and at 3c a copy daily, 5c Saturday

New York Office: 2 COLUMBUS CIRCLE, New York City

Chicago Office

Detroit Office

13 Hearst Building, Chicago, Ill.

General Motors Bldg., Detroic, Mich.

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The Detroit News' City Circulation Is Practically as Great as the Number of English-Speaking Homes



The Detroit News Carrier Scarcely Needs a Route Book—Practically Every English-Speaking Home Is a Customer

DETROIT has always afforded the advertiser unique advertising value—first, because of the prosperity of the field; second, because of The Detroit News' ability to cover it alone.

A survey of the city's population recently made by the Detroit Board of Education shows Detroit and adjacent communities to have 1,188,936 English-speaking people, or 289,984 English-speaking families.

The Detroit News in the city of Detroit alone sells upwards of 248,000 copies, thus showing almost complete coverage of the most likely responsive element of Detroit's population.

Advertisers have in the Detroit market a testing laboratory of unlimited opportunities, for here is America's fourth city easily coverable for any campaign by the use of one newspaper. Here is an ideal situation: a rich market, a home newspaper covering it singly, an economical rate, and a big population! Test it out yourself.

The Detroit News

The HOME Newspaper

Agency Association Plans for New Type of Convention

Public to Be Admitted to One Session and Outsiders Are Invited to
Annual Dinner

THE tenth annual convention of Advertising Agencies which starts at the Mayflower Hotel in Washington, D. C., on October 27 will be different from any preceding convention of that organization. The difference is in the fact that one of the sessions of this convention will be open to the public and that the annual dinner of the association will have present as guests a number of persons not connected with advertising agencies.

Hitherto all meetings of the association have been closed affairs and all annual dinners have been limited to members of the asso-

ciation.

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The program for this convention was recently completed and was released early this week by Roy S. Durstine of Barton, Durstine & Osborn, president of the

association.

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Registration of delegates is announced for 9 o'clock on the morning of October 27. An hour later the sessions will be formally opened by President Durstine. Various committees of the association will then present their annual reports and there will be addresses by Willard S. French of Brooke, Smith & French, Inc., Detroit; Henry T. Ewald, Camp-Company, Detroit: bell-Ewald H. H. Charles, Charles Advertising Service, New York, and Newcomb Cleveland, the Erickson Company, Inc., New York. St. Elmo Massengale, of Mas-

St. Elmo Massengale, of Massengale Advertising Agency, Atlanta, will be toastmaster at a luncheon, scheduled for 12.45 o'clock on Wednesday. The speakers will be S. E. Thomason, of the Chicago Tribune, former president of the American Newspaper Publishers' Association; Frank Braucher, of the Crowell Publishing Company and vice-president of the Periodical Pub-

lishers' Association, and Malcolm Muir, of the McGraw-Hill Publishing Company, Inc., and president of the Associated Business

Papers, Inc.

the luncheon there Following will be an open session of the convention at which the speakers and their subjects will be: ducting an Advertising Agency Business with Profit," by John Benson, of Benson & Gamble, Benson, of Benson & Gamore, Chicago; "Where Advertising Agency Service Begins and Ends," by F. J. Ross, F. J. Ross Com-pany, Inc., New York; "The Agency's Position in the Field of Business Economics," by Clarence D. Nowell, Newell, Emmett Com-D. Newell, Newell-Emmett Company, Inc., New York; "Work of the Research Department of the American Association of Advertising Agencies and its Application to the Problems of the Individual Agency," by Stewart L. Mims and Stanley Resor of J. Walter Thompson Company, and Dr. Daniel Starch, director of research for the American Association of Advertising Agencies. At the conclusion of the open

At the conclusion of the open session there will be a dinner at the Mayflower Hotel, at which the speakers will be: B. Kirk Rankin, Southern Agriculturist, Nashville, Tenn., former president of the Agricultural Publishers' Association; John A. Park, Raleigh, N. C., Times, president of the Southern Newspaper Publishers' Association; Kerwin H. Fulton, president, General Outdoor Advertising Company, and Edward T. Hall, Ralston-Purina Company, St. Louis, president of the Association of National Advertisers. James W. Young, of J. Walter Thompson Co., Chicago, will be toastmaster at the dinner.

Thursday's session will be devoted largely to the reading of reports of various committees, with addresses by T. E. Moser, Moser & Cotins, Utica, N. Y.; S. W.

Page, George Batten Company, Inc., New York; Earnest Elmo Calkins, Calkins & Holden, Inc., New York; Charles W. Hoyt, Charles W. Hoyt Company, Inc., New York; Richard S. Humphrey, H. B. Humphrey Company, Bos-ton; William H. Johns, George Batten Company, New York, and Louis Honig, Honig-Cooper Company, San Francisco.

"I Remember When-Stirs Old Memories Wood, Putnam & Wood Co. Boston, Oct. 16, 1926. of Painters' Ink:

Editor of PRINTERS' INK:

I have read your article "I Remember When—" in your good issue of October 14. To me it is one of the most interesting articles I have ever read, because in it you mentioned the names of so many old-timers that it gave me the feeling that comes to one at only such times as when we can clasp the hands of good old friends and sit around and remining.

reminisce.

To those of us who have been in the business thirty-five to forty years it seems but yesterday when we were fortunate enough to have listened to our friends, John Hawley, Edward Payson Call, S. Keith Evans and Uncle Henry Wilson. How well do I remember Uncle Henry Wilson when he came to Boston as an advertising solicitor, ever ready to give advice and extend a helping hand to his many friends! Even my friend, Stanley Latshaw, now head of the Butterick Publishing Company, and more power to him, occupies a place in the picture, which he well deserves. Well do I remember Latshaw as New England representative of The Ladies Home Journal, when we had many a friendly scrap. To those of us who have been in the

friendly scrap.

It has been a long time since I have heard the name of Charles Austin Bates heard the name of Charles Austin Bates mentioned. He took from me one of my early accounts, the Regal Shoe Company, and if I do say it, he did a bum job, besides nigh having broken my heart, but as the old saying goes, "LePage's Glue will mend everything," and Time has effaced the bitter disappointment I experienced in my younger days in regard to this particular in-

While times have certainly changed, and our business of advertising has become a true acience, it seems to me when I think of the past that after all the contract of the cont when I think of the past that after all what does thirty-five years amount to when those years have been so replete with thrills which come to advertising men who have remained steadfast to the profession during such a long period.

In the old days when I worked with Stephen R. Niles, well do I remember how we used to send out orders to the newspapers written on the back of en-velopes which had come in the morning mail. In those days there were but few advertising agents in Boston, and

Specials were unknown. There were Niles, Horace Dodd, Pettingill, Humphrey, Tom Evans and C. F. Davis. In those good old times it was Mr. Niles' policy to charge his clients a 15 per cent commission, not only for writing a series of advertisements, but for everything he did, adding his commission as well to the stationery used, postage stamps, and I am not so sure but that he figured in the cost of the hal and lead pencils as well. I have a faint recollection that on some of the accounts we handled there was a clean 25 to 40 per cent profit.

Today it is a different story, for I regret to say there are advertising agents, and many of them, who take and handle accounts for a little above

and handle accounts for a little above cost, and unlike Jesse James, who rode a horse, many of them, in spite of all, seem to be owners of Ford cars. Speaking of old-timers, I cannot for-get to mention some of the Specials who

used to carry canes and meet at the Times Cafe where many a contract was signed up, such as Henry Bright,

Innes Care where many a contract was signed up, such as Henry Bright, Charley Billson and Perry Lukens. In those good old days conviviality, with a tall glass with tinkling ice and what goes with it, was all a part of the game. How times have changed! God bless the old-timers, many of whom are still slive and remember, many of their still alive and remember many of their personal experiences as well as I do.

personal experiences as well as I do.
Congratulations to you on your most
excellent article. It certainly is a heartwarmer, and I wish to personally thank
you for the pleasure which I have derived from being privileged to read it.
WOOD, PUNNAM & WOOD Co.
ALLEN H. WOOD,
President.

International Sterling Silver Account to Young & Rubicam

The International Silver Company, Meriden, Conn., has appointed Young & Rubicam, Inc., New York advertising of International Sterling Silver. This appointment does not affect the advertising of any of the company's lines of silver plate.

Street & Finney Augments Staff

H. J. Nagl, formerly with The Erickson Company, Inc., New York, has joined the staff of Street & Finney, advertising agency, also of New York, as space buyer. W. J. Effler, who has been with the Wm. R. Robinson Company, Inc., New York, has been made assistant production manager.

Stanley Insulating Company Appoints J. Walter Thompson

The Stanley Insulating Company, Great Barrington, Mass., has appointed the J. Walter Thompson Company, Inc., to direct its advertising account. The Stanley company manufactures Stanley non-breakable vacuum bottles, juzs, fool jars and flasks.

Year's sales quota reached in September

On September 24, The Indianapolis News received a letter from a great national advertiser who had used The News exclusively in Indianapolis for several years:

"We have already attained our 1926 sales quota for the Indianapolis market!"

Three months yet to go, and every sale in excess of the year's quota.

A profound tribute, this, to the buying power of the Indianapolis Radius. And to the selling power of The Indianapolis News, which need not share the credit with any other medium for it carried the load alone.



The News is by invitation exclusive Indianapolis member, The 100,000 Group of American Cities.

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York DAN A. CARROLL 110 East 42nd St.

Chicago
J. E. LUTZ
The Tower Building

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Postal Regulations on Catalog Enclosures

Washington Bureau of PRINTERS' INX

EVER since the last revision of postal rates there has been a good deal of confusion as to just what may be enclosed with a catalog without danger of interference in the mails. Because circular letters and the like, when sent in envelopes of their own, call for a rate of one and one-half cents for each two ounces, and catalogs were given a special rate of one cent for the same weight, many manufacturers ceased to send them together. In fact, the impression was fairly general that no enclosures whatever would be carried with a catalog under the special third-class rate.

Now, however, according to a ruling of the Third Assistant Postmaster-General, a number of enclosures are allowed. His notice, under date of September 16, which has been sent to all postmasters, reads as follows:

"There may be enclosed with a printed book or catalog of twentyfour pages or more, mailed at the special rate of one cent for each 2 ounces or fraction of 2 ounces, either a single reply envelope or postcard, or both, an order form and a loose printed circular not larger than a page of the book or catalog, provided only such matter appears on the envelope, postcard, order-form, or circular as obviously relates directly and exclusively to the book or catalog. Under this liberal construction a short printed circular merely calling attention to the book or catalog may be enclosed without affecting the rate. Such loose enclosure should not consist of extraneous matter in the nature of a general sales talk or matter going into detail or quoting at length what the book or catalog itself sets forth.'

Zig Daner, formerly with the Robert Gair Company, New York, has joined Clarence S. Nathan, Inc., New York printer, as art director.

Fear Copy Injudiciously Used Defeats Advertiser's Ends

SOUTHWESTERN ADVERTISING Co.
DALLAS, TEXAS
Editor of PRINTERS' INK:

W. Livingston Larned's article headed
"Is 'Mammy' Telling Too Many Ghost
Stories?", starting on page 57 of your
September 23 issue, strikes me as one
of the most important articles 1 have
ever read in your most excellent publication.

I believe there are few, if any, advertisers who use fear or scare copy in anything but the most helpful spirit. I give them credit for really wanting to serve mankind by pointing out various dangers so they may be avoided. But are the results as beneficial to the public as these advertisers think they will be? I am certain that they are not

I am certain that they are not.

Fear was cited by several speakers at the American Medical Association convention held at Dallas last spring as one of the most prolific sources of disease. Then, must not such "fear" advertisements really contribute to the spread of disease, accidents, etc., rather than serving to prevent such conditions. With approximately 20,000,0010 automobiles in daily use in the United States alone, may not many automobile accidents trace their cause to the fear engendered by the scare copy of various automobile accessories? It's the same with various diseases—may not they, too, be traced to fear copy in magazines and newspapers? There is no doubt of it.

While my remarks as to the bad effects on the public resulting from fear advertising refer to the really serious phase of this type of advertising, there is also something to Mr. Larned's sugestion that it will finally cut domesults for advertisers, through making advertisements unattractive to all but the morbidly inclined. Postum's recent advertisement headed "The trouble with your advertising is"—shows that at least one of the concerns cited by Mr. Larned is beginning to see the light, as evidenced by their new appeal on Postum.

With a little more thought on this vital matter by advertisers now using fear appeals, more and more of them will see that they are really defeating their own ends, as well as unintentionally injuring the public.

C. B. WAKELY, Account Manager.

Detroit Office for "Automotive Merchandising"

Automotive Merchandising, New York, has opened an office at Detroit. Ray Miller is in charge.

Joins Clint W. Lee Company

A. J. Stahmer, formerly with the Western Engraving Company, Seattle, is now in charge of the art department of the Clint W. Lee Company, directmail advertising, Seattle. You will enjoy these interesting articles in the November

VANITY FAIR

"The Vanishing Amateur"

—by W. O. McGeehan

"A Great Factory"

—by Sherwood Anderson

"Education"

—by Aldous Huxley

"Brute Force in Golf"

—by O. B. Keeler

"Appraising the Assisting Bid"

—by R. F. Foster

VANITY FAIR

One of the Condé Nast Group
All members of the Audit Bureau of Circulations

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Selling new food products in Boston

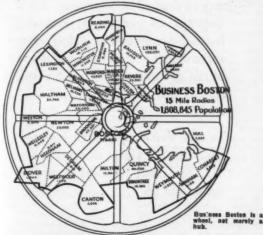
Herald-Traveler food advertisers find the services of the Better Homes Bureau of truly tangible value in introducing their goods to the consumers of this market. The staff of the Better Homes Bureau forms one of the finest sales forces that a Herald-Traveler food advertiser can engage. Marjorie Mills, its director, through her editorial pages and radio broadcasts; Stena Holdahl, who conducts the activities of the Test Kitchen, and Margaret Weimer, who conducts cooking schools for suburban women's clubs, constantly educate the housewives of New



England to new products and new uses of established products. The force of this service is naturally confined to Herald-Traveler advertisers.

It has been demonstrated beyond question that a week devoted by the Better Homes Bureau to test of cheese, chocolate, cooking fats, canned fruits, extracts, etc., gives those particular products the most complete and concentrated publicity that it has ever been possible to offer any manufacturer.

This unique service plus responsiveness of Herald-Traveler women readers have naturally resulted in a dominant Herald-Traveler leadership in food lineage. For the first nine months of 1926 the Herald daily and Sunday total national food advertising lineage was 614,-193 lines, a leadership of 36,866 lines over the second paper.



BOSTON HERALD-TRAVELER

For five years, the Herald-Travelor has been first among Boston daily newspapers in national advertising, including all financial advertising. For the

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first nine menths of 1926 the Harald-Traveler carried 2,955,-105 lines of national advertising, including financial, leading the second masser by 624 798 libro-

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PERSONALITY

The "personality of the salesman" is a subject often discussed wherever business men do congregate.

Printed books as well as humans have personality.

Sometimes the catalog or booklet is quite unprepossessing. It just strikes you as being all wrong. may be dressed in poor taste. Or it may talk in garrulous, rambling fashion instead of being clear, crisp and concise. Or it may remind you of the commuter who has dressed. shaved and had breakfast in eight minutes.

Be sure that your printed salesmen have the right sort of personality. You can make reasonably sure by consulting us.

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

The Use of Package Inserts in Foreign Selling

These Inserts Are Probably of More Importance in Export Markets
Than They Are at Home

Washington Bureau of PRINTERS' INK
PACKAGE inserts are of considerably more importance in foreign than in domestic selling, according to authoritative opinion. Yet, a great many manufacturers fail to recognize the value of this item in their export merchandisium.

Perhaps a majority of all those manufacturers in this country who export their goods use merely a literal translation of their domestic package inserts for their foreign shipments, and do not realize that the practice is frequently the cause of a loss of prestige and selling influence. There are several other

common mistakes which seriously

detract from the value of inserts in foreign selling.

Recent interviews with the chief officials and specialists of four of the divisions of the Bureau of Foreign and Domestic Commerce disclose the fact that, generally speaking, it is not advisable to make literal translations. Many examples in the files of the divisions prove the logic of this contention. For instance, one of a great many similar mistakes was that of a manufacturer of a certain line of wearing apparel who enclosed an insert with his goods to advise consumers that he produced a line in flesh color. The insert seems to have been excepproductive in domestic selling; but when it was literally translated for enclosure with export goods it did not produce a single order. After several months, the reason for the failure of the insert was found to be in its translation, for "flesh color" had been translated into the phrase "the color of meat."

All of the men interviewed agreed that, in many instances, it is best to have inserts written in the language of the country where the goods are to be sold, by some-

one who is thoroughly familiar, not only with the language of the country, but with local customs. Of course, the fact was emphasized that the nature of the goods has much to do with the angle and appeal of the copy of inserts, and that the characteristics and buying habits of the people appealed to should be taken into consideration. In regard to this point, one

of the officials said:

"Probably in the distribution of samples abroad the package insert assumes its greatest value. But, in the case of many products, it is useless to enclose an insert which is a literal translation of the insert used in this country. To illustrate this phase, let me briefly mention a few conditions which practically control the sale of numerous American products in foreign countries.

"First let us consider a toothpaste. In this country, it is likely that the manufacturer would use an insert to convince users that his product was best; but it would do very little or no good for the manufacturer to tell a man who never heard of brushing the teeth why his product is best. Therefore, in most foreign countries, the manufacturer would get better results if he first emphasized the advisability or necessity of brushing the teeth.

"In Singapore they don't drink a coffee substitute for the same reason that they drink it in America. Consequently, the reasons for its consumption in Singapore should be substituted for our reasons, if its use is to be encouraged in that

city.

BE CAREFUL OF RECIPES

"With a great many food products, package inserts are used which give recipes. Frequently, the manufacturers of such goods have their inserts translated literally, and we later find that the

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recipes are for dishes unknown to the people appealed to or that they call for ingredients of which the people never heard. Obviously, translations of the kind cannot produce good results."

This official also emphasized the necessity of furnishing correct and adequate instructions with goods of a mechanical nature. Many of a mechanical nature. Many American manufacturers do not take the trouble to have their instruction inserts translated or written in foreign languages, and a great many complaints may be traced to this fault.

The printing of five or six foreign languages on the same insert also came up for discussion. As a rule, this was considered a false economy. While it may be advisable to use more than one foreign language on an insert in promoting sales among different classes of foreigners in this country, it is not advisable in selling abroad. This conclusion is arrived at, not because of a possible bad effect, so much as for the reason that the good results of an insert written entirely in the language of the consumer are curtailed.

In discussing the importance of the package insert in foreign trade, one of the men interviewed de-clared that, in the case of several lines of goods, it is probably the most valuable item of all advertising. Frequently, because of the ignorance of the consumer, American goods are misused abroad, and when this occurs they are not likely to repeat. Advertising may induce a trial; but it will seldom create repeat business unless the goods are used in a manner to make them satisfactory. For this reason, package inserts should be explicit and should take into consideration all of the important habits and customs of the con-

In every instance, those interviewed agreed, the translation of an insert made in this country should be forwarded to the foreign agent of the manufacturer for his correction and approval before it is printed and used. In many cases, it is desirable to have the copy for the insert written in the foreign language to be used, and

in cases of the kind the foreign selling agent may be able to secure the proper translation. When the manufacturer has no

foreign agent, there is a possibility that he may secure excellent advice regarding translation of in-serts from a secretary or some other employee of a foreign consular office in this country.

Another common mistake is the placing of instructions or advertising notices on the outside of shipping packages. A good many manufacturers do this with the thought that instructions or other matter will be read by the retailer and then passed along to his customers. But the experiences of the Bureau of Foreign and Domestic Commerce show that anything printed on the outside of a package which identifies the contents may prove to be dangerous because it encourages pilfering Generally, while in transit. Generally, thieves who pilfer from foreign shipments must work quickly, and for that reason they do not usually break open packages when they do not know what kind of goods are enclosed.

NOTHING BUT ADDRESS OUTSIDE

Frequent complaints have reached the bureau regarding the pilferage of high-price shoes. In the ma-jority of instances, it has been found that the cases opened bore advertising labels or placards which emphasized the high quality and value of the goods. Therefore, it is safest to adopt the rule of placing nothing on packing cases for export but the address of the consignee and the name and the address of the shipper. Any necessary instructions or advertising material should be placed inside the case.

The matter of tariff regulations is another subject that should be considered in planning package inserts. In some important foreign countries, tariffs must be paid on all advertising material and, as a rule, this tariff is considerably lower than that on the goods. Some manufacturers who put up their products in small units include inserts in the form of booklets or large circulars. In such cases, the

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The United States Government requires newspapers to furnish sworn circulation statements every six months

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UP! DOWN!

The daily average net-paid circulation of the Chicago Evening American for the six-month period ending September 30, 1926, was

The daily average net-paid circulation of the second evening paper for the sixmonth period ending September 30, 1926, was

525,771 395,254

again of 37,279 over the previous sixmonth period.

a loss of 6,417 over the previous sixmonth period.

Chicago Evening American leads the second evening paper by 130,517 in daily average net-paid circulation for the six-month period.

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increased weight for which the insert is responsible may add appre-

ciably to the retail price.

In some countries, when it is necessary to include a heavy insert with a small unit, it may be advisable to ship the inserts and the goods separately. Then, if proper instructions are sent, retailers may be induced to unite the inserts with the goods before or when final sales are made.

During the interviews with these Government officials, the fact that inserts are more important in foreign selling than in selling at home was emphasized again and again. This is particularly the case in the selling of medicines, toilet specialties and the like. Not only are inserts used effectively to call attention to various uses of the product, but, if they are properly written, they may serve to introduce other products made by the same manufacturer.

It should be remembered that it is the habit with a great many illiterate people in Europe and elsewhere to save package inserts and take them, as soon as possible, to someone who can read. Then they listen to every word intently, and are impressed with every statement, provided the copy is written properly and in terms that they

understand readily.

One of the officials interviewed expressed the opinion that, in many instances, the insert was of more importance than the goods it ac-companied. He gave as a reason for his statement the fact that the insert is frequently an introduction to the goods, and that the impression it makes largely determines the degree of satisfaction that the goods will give. If, in translation, the insert has taken on a glaring or ridiculous mistake in meaning, prejudice is created and the purchase may be regretted before the goods are even used. By most foreign people, the insert is read very carefully before the other contents of the package are considered.

"Therefore," he concluded, "I do not think it is possible for the manufacturer to give this subject too much care and study. If necessary to assure correctness and practicability, inserts should be written originally in the language of the country in which the goods are to be sold, and by someone who is entirely familiar, not only with merchandising, but also with the language, customs, buying habits and all of the peculiarities of the people of the country. Instructions should be most explicit and simple. No necessary expense should be spared to make package inserts productive in foreign selling and every effort should be made to avoid those mistakes which frequently make them worse than useless."

H. A. Johnston, Vice-President, Sacks Agency

Harry A. Johnston, for many years with the Condé Nast Publications, hus joined The Sacks Company, Inc., New York advertising agency, as vice president. He was at one time New England manager of Lesie's Weekly and had also been with the New York Sun.

Long Island Newspapers Sold

The Glen Cove, N. Y., City Record, Bayville, N. Y., Times and Oyster Bay, N. Y., News, all of Long Island, which have been operated by James F. Sullivan, have been sold to Frank M. Dunbaugh, who has been assoc ate editor of the Bronxville, N. Y., Review.

James Stack with "The American Legion Monthly"

James Stack, formerly with The American Weekly Magasine, has joined the Eastern staff of The American Legion Monthly. He will cover part of the New York City territory.

O. R. French with Sando Agency

Oakleigh R. French, formerly with Emerson B. Knight, Inc., Indianapolis, has joined the Sando Advertising Company, also of that city, as an account executive.

Perfumery Account for Fertig St. Denis, New York, bath salts and perfumes, has appointed The Lawrence Fertig Company, Inc., New York advertising agency, to direct its advertising account. Business papers are being used.

Blyn Shoes, Inc., New York, chainstore operator, reports sales of \$2,489,155 for the first eight months of 1926.

"Sail On . . . "

real PEARY and Columbus have nothing on you," called the account executive, as he ducked his head in the space buyer's office. "They only found barren territory; but you've discovered a couple of million people who were as strange to our advertising as the Eskimos were to a radio set. Come into the mailing department and take a look at the inquiries!"

They examined those inquiries
. . . then Zonite TRIPLED its
annual expenditure in True Story
Magazine.

Daily are space buyers discovering that the world isn't flat and that a new group of two million human beings exists' that never

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and nce verread national magazines before. Two million men and women who have found these True Stories of Hans Christian Andersen simplicity, appealing where the true stories of Sherwood Anderson complexity, were simply appalling. Two million eating, loving, living buyers who are meeting national advertising in True Story Magazine for the first time in their lives.

Any virgin, new market will interest a space buyer who thinks in terms of sales rather than of statistics; but when that new market holds two million prospects—more families than you'll find in eight states—the discoverer's achievement indeed ranks a reception committee from the President!

Sales makers will want to investigate what manner of magazine is this that has brought together two million new readers. Just mail the strip below for this month's issue.

MORE PEOPLE PAY MORE MONEY FOR TRUE STORY AT THE NEWSSTANDS, THAN FOR ANY OTHER MAGAZINE IN THE WORLD.

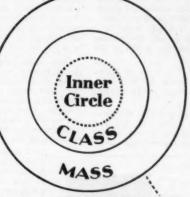




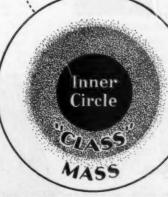
1926 Broadway, N. Y. C.

True Story

emphasizing the



TEN YEARS AGO—There were but two kinds of circulation:—
(1) mass and (2) class. The INNER CIRCLE was an indefinite part of class circulation as indicated by the dotted line.



TODAY—There are three kinds of circulation:—(1) mass-(2) class now permeated by mass, and (3) the INNER CIRCLE, now definitely separate—the centre of influence.

INNER CIRCLE

There has always been an Inner Circle: its members comprise the social leadership group in this country.

About ten years ago national advertisers became definitely conscious of the influence of Class Publications. Their acceptance was then established. These publications played an important part in the merchandising of products with a background of "luxury."

The last five years have brought a change that has emphasized the social leadership group as something entirely apart in habits and social position. Today, advertisers everywhere are making a study of this most important luxury factor.

THEY REALIZE THAT CLASS MUST BE CLASSIFIED

Within the Inner Circle matters of Fashion prestige and Social position originate.

HARPER'S BAZAR, because of an editorial policy devoted exclusively to the world of Fashion, has a selective circulation among women whose position in Society is unquestioned.

No other publication so thoroughly dominates the Inner Circle. No other publication so intensively cultivates the favor of the women, throughout the United States, who comprise the Social Leadership Group.

FREDERIC DRAKE . . . Business Manager

Harper's Bazar

119 West 40th St.-New York

we recently turned down some big contracts because the copy was too black and dirty looking; we've tried to make the **Detroit Times** a credit to its great host of readers*

> *See the October 1st A. B. C. and P. O. statements.

Advertising Pointed the Way to Improvements in Our Product

It Has Kept Our Laboratory and Factory Stepping Fast to Keep the Line Up to the Minute

By C. B. Sweatt

Treasurer, Minneapolis Heat Regulator Co.

A DVERTISING is commonly spoken of among business executives from the standpoint of its immediate effect on sales. Heads of businesses acknowledge,

too, the importance of advertising in building that vague thing called good-will, which bulks so large on the balance sheet when a successful business is

sold.

But in looking back over the history of our own business, we are compelled to recognize something more -a very definite rela-tionship between our advertising program and certain improvements in our products -improvements which we believe have been vital to the continuous success of the Minneapolis Heat Regulator Company.

Forty-one years ago, when the automatic heat regulator was invented, we had the advantage of being first in the field. At that time we had just one thing to sell the home owner-a room thermostat which would hold his rooms

at a uniform temperature, say 70 degrees. While not so highly developed as the Minneapolis Heat Regulator of today, this early instrument found a ready market. In fact, the basic principle is still the same.

While the business was growing and establishing itself on a firm basis, advertising was employed consistently to build volume sales

and strengthen Minneapolis leadership.

Up to a few years ago, however, the automatic heat regulator was regarded as a luxury for the



THIS IS THE SORT OF ADVERTISING THAT HAS BROUGHT ABOUT IMPROVEMENTS IN THE PRODUCT

few. Then the market changed. Living standards rose. Automobiles, radio sets-products once thought of as luxuries became necessities for millions. Almost overnight, we found ourselves confronted with the entirely new selling problems of today.

Through all these changes of market requirements and popular demand, advertising has constantly pointed the way—and led us with a minimum of resistance and waste of energy into new fields. Let us consider a typical case of such a change—the development and marketing of the clock-type thermostat.

Our early product maintained a uniform temperature at a certain level, but there was no way of changing the level automatically. It was necessary to move the indicator by hand. Then we conceived the idea of attaching a clock to the thermostat, and moving the indicator through the alarm clock principle. That meant that the clock would move the indicator to, say 60 degrees, at the usual hour for a family to go to bed, and automatically move it back again to the daytime temperature, usually 70 degrees, an hour or so before the family would ordinarily get up.

A great convenience, not having to get up on a sub-zero morning to rouse the fire; healthier rooms for sleeping; safety, through a lower fire at night; and a substantial saving in fuel, because the outside temperature averages about 10 degrees lower at night and maintaining the daytime temperature would take much more fuel—these were advantages we quick—by recognized.

But would people pay the added cost of a high-grade clock mechanism? We wondered. We were inclined to look upon it rather as an added sales resistant—until we advertised it.

ALL INQUIRIES ARE CHECKED

Minneapolis advertising always solicits inquiries, which are carefully checked. When we first advertised "Cool rooms to sleep in, warm rooms to dress in," our inquiries increased tremendously. We tried again; in every instance, advertising of the clock brought greatly increased returns. Unmistakably, people wanted it. And they were interested most in convenience—in that last comfortable nap in the morning! Fuel saving, health, and other appeals were successful, but this one was outstanding.

The results of this advertising

campaign led to a complete change of policy. We concentrated our production on clock-type thermostats. As rapidly as possible, we built our own model clock factory to turn out the precise time-piece which is necessary. Today, over 90 per cent of all thermostats sold in the home market are of the clock type.

Although this was the most conspicuous improvement in the Minneapolis Heat Regulator over a considerable period, others were made from time to time. Soon the clock-type thermostat was equipped with an eight-day clock. A 110-volt A. C. motor was developed to operate from the house lighting circuit, without the bother of winding a spring motor. The system called "dual control" was worked out. This consists of a limiting device on the heating plant itself, to prevent overheating in the morning when the rooms are too cool to operate the room thermostat and thus check the fire.

This continuous improvement, consistently advertised, gradually led the heating world to look toward the Minneapolis Heat Regulator Company as the source of original contributions to automatic heat regulation. This attitude had a more far-reaching effect on the future of the company than anyone had anticipated, for drastic changes in heating methods were just ahead.

It is easy, in such a period of flux and readjustment, to lose strong position established through years of good business as the leader of an industry. when the newer fuels such as oil and gas suddenly came into general use and revolutionized the heating market, we were ready with new controls. The important manufacturers of the new equipment had consulted us in advance! They knew this organization as the originators of everything important in automatic controls, and they expected the latest develop-ment to come from the Minneapolis plant.

Perhaps the most severe test of any business is its ability to weather the storm when the dee

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The Evening Totald

NEW YORK

Breaking Records in The Evening Field

ON Friday, October 15th. THE EVENING WORLD carried 269¼ columns of advertising—the largest volume it has ever printed in a single issue. The best previous record was 262¼ columns, printed just a year ago, so that this growth represents a consistent performance.

During the first nine months of this year THE EVENING WORLD has gained 919,302 lines of advertising. Of this increase, 632,906 lines represented Dry Goods lineage—an expression of confidence on the part of the city's great merchants.

In fact, THE EVENING WORLD'S increase in Dry Goods advertising—amounting to 20% over the corresponding period last year—was more than double the increase of The Sun, the only other evening paper to gain in this classification.

PULITZER BUILDING NEW YORK





The Favored Evening Newspaper in the New York City Home

mands of its market are suddenly presented from an entirely new angle. In the situation which confronted us, mere technical ability to produce what was needed would not have been sufficient. We had to have the reputation of possessing that technical ability so conspicuously that no one else would be thought of.

Due to the interweaving of advertising with technical improvements in the past history of our business, we had that reputation, and it served us better than we had ever expected. Now we find ourselves with a rapidly increasing volume and a firmer grip than ever on the leadership of our market. Advertising has been business insurance for us in a rather different sense from the

common use of the terms. Today, the Minneapolis Heat Regulator Company manufactures a line of heat regulation devices that numbers seventy-eight separate units. Complete control systems for oil burners are made that govern every operation of the burner-ignition, oil flow, and safety shut-off. Special automatic gas valves are manufactured to operate with the room thermostat on gas house heating plants. And the gratifying part is that the dethese many new velopment of kinds of control apparatus was accomplished at the request of, and with the full co-operation of, the makers of the various types of house heating plants.

We are inclined to think that consistent national advertising has encouraged the friendly spirit that is behind this co-operation. There is always the feeling that any heat regulating device that bears the name Minneapolis will be accepted by trade and public alike as a thoroughly efficient product. Our laboratory and factory have religiously guarded that reputation, but advertising has made them step fast to keep up.

New Business Paper at Dallas

The first issue of the Southwestern Automotive Journal was recently published at Dallas, Tex., by the Johnston Printing Company. The new magazine is for the retail automotive trade.

Co-operative Versus Competi-

One of the potent aids to co-operative advertising has been the fact that such advertising gets a warmer reception at the hands of readers than competitive advertising. Readers know that competitive advertisers have an axe to grind—even though it be a perfectly legitimate axe. They know that the competitive advertiser is interested in selling his own particular brand or service, and that he marshals all the facts he can to persuade the reader to patronize him.

But co-operative advertising has none of this Peter-to-Paul quality. In its very essence, it is educational. By eliminating the competitive angle, we get only one thing to talk about—the industry or the product. And the only thing that can be written about an industry or a product in general, will naturally be of informative or educational nature.

Competitive advertising has, of course, its definite place in the economics of business. In fact, by far the most advertising is of that type. But of late years far-sighted business menhave begun to see that there is also room for a type of advertising that strips itself of all the "buy-from-me" glamor and instead tells the unbiased story in a way that is calculated to give prospective buyers real information. Unlike competitive advertising, co-operative advertising does not seek to persuade the buyer to purchase some particular brand of the product.—From "The Imprint" of the New York Employing Printers Association, Inc.

L. C. MacGlashan with Copeland Sales Company

L. C. MacGlashan, advertising manager of the Zenith-Detroit Corporation, Detroit, maker of Zenith carbureters, has been appointed assistant manager of advertising and sales promotion of the Copeland Sales Company, Detroit, manufacturer of Copeland electric refrigerators.

T. P. Comeford to Leave The Namm Store

Thomas P. Comeford, director of sales and advertising, of The Namm Store, Brooklyn, N. Y., and also director of the store, will leave that organization about January 1, 1927. He joined the Namm company about five years ago.

Appoint G. Logan Payne

The G. Logan Payne Company, publishers' representative, has been appointed to represent the following publications: Fairfield, Iowa, Ledger; Washington, Iowa, Journal; Jamestown, D. D., Sws; Marion, Ind., Leader Tribune and the Parkersburg, W. Vs., News.

He

Circulation in New Orleans

Publishers' Sworn Statements to Postoffice Department for Period Ending Sept. 30, 1926

| | | Daily | Sunday |
|-----|----------------|--------|---------|
| The | Times-Picayune | 83,904 | 119,308 |
| | Item | | 83,115 |
| | States | | 85,323 |
| | Tribune | | |

Compared With Circulation Statements of March 31, 1926

| | | | Daily | S | unday |
|-----|------------------|---------|-------|------|-------|
| The | Times-Picayune G | ain 2,2 | 242 | Gain | 1,573 |
| The | ItemL | oss 1, | 144 | Loss | 1,780 |
| The | States L | oss ' | 764 | Gain | 2,487 |
| The | Tribune | ain (| 645 | | |

The Times-Picayune's Lead Over

| | | Daily | Sunday |
|-----|---------|--------|--------|
| The | Item | 23,123 | 36,193 |
| The | States | 33,754 | 33,985 |
| | Tribune | | |

Nothing Succeeds Like Circulation

The Times-Picanune

Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenburg and Noce, Inc. Pacific Coast Representatives: R. J. Bidwell Co.

6.636,060

COPIES OF CURTIS PERIODICALS PER ISSUE

A Gain of

932,189

In One Year

THE SATURDAY **EVENING POST**

March 6, 1926 2,841,305

March 7, 1925 2,498,054

GAIN 343,251

THE LADIES' **HOME JOURNAL**

March, 1926 2,534,658 March, 1925 2,385,403

GAIN 149,255

THE COUNTRY GENTLEMAN

March, 1926 1,260,097

March 7,1925 820,414

GAIN 439,683

TOTAL

1926 - - - 6,636,060

1925 - - - 5,703,871

GAIN 932,189

Never have progress and preference been summed up so dramatically.

Never have prosperity and opportunity been indicated so clearly.

The first figure, 6,636,060, is the total circulation of The Saturday Evening Post, The Ladies' Home Journal, and The Country Gentleman. The second, 932,189, is last year's gain.

Both figures are significant to business men-

they represent voluntary buying—full paid in advance, no arrears, no installments, no clubbing, no premiums, nor any other form of price cutting—

they are an index of sales possibilities in any given territory for any kind of merchandise.

That is why so many concerns use Curtis circulation figures to build sales quotas for all territories, and the periodicals themselves to build business.

The gain alone tells the story of natural market expansion; the total, the story of economical market coverage.

Curtis circulation keeps up-to-the-minute, natural pace with the prosperity and opportunity of America.

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Publisher of The Saturday Evening Post, The Ladies' Home Journal, The Country Gentleman

ADVERTISING OFFICES: Philadelphia, New York, Chicago, Boston San Francisco, Detroit, Cleveland

A Record of Achievement with Results for Advertisers

In eight years.

1918 - 1925

A gain in lineage of 268% A gain in revenue of 267%

Accomplished with a conservative circulation growth and a raise in advertising rates far less than the proportionate circulation increase.

FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers St. Paul, Minn.

Western Representatives Standard Farm Papers, Inc. 307 N. Michigan Ave. Chicago, Ill.



Bastern Representatives
Wallace C. Richardson, Inc.,
250 Park Avenue
New York City

Member Audit Bureau of Circulations

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Letters from a Salesman to His Wife

He Lays Bare Certain of the Company's Weak Spots in a Way He Would Not Do to His Sales Manager

[EDITORIAL NOTE: PRINTERS' INK came into possession, recently, of a group of letters written by a salesman to his wife. This salesman's wife had been a bookkeeper in the office of the firm by which her husband is employed. The letters have, for that reason, a wealth of business gossip. They reflect he salesman's personal viewpoint. They are the kind of letters which plainly cannot be written from employee to employer. But they strike a note which is nevertheless so basic that PRINTERS' INK feels that many of these paragraphs may well be passed on. There will be no attempt to publish these letters in full. Selected paragraphs on pertinent subjects will be culled out and grouped together.]

Having to Do with Dealer Helps

If the company knew what every salesman knows about dealer helps, it would think twice before sending out the big variety of advertising matter which we get. Variety in advertising matter is nice enough, but we get it in such wide variety that I don't see how the average woman can keep up with ours even if she wants to. It always seems to me that if a salesman could manage to get the same piece of advertising in 200 stores, it would do a lot more good than trying to get a dozen different things scattered over the territory.

I suppose, of course, that the advertising department is trying to keep something new on tap for us all the time. And I guess each man who calls at the office to sell advertising manager wherein his new idea is going to do an awful lot of good. A lot of them are mighty good ideas, but when you try to scatter a dozen good ideas over the territory at the same time, it always seems to me that nothing much has been accomplished.

Now, here we are getting a dozen different things to put up and I know that our work is not so effective as that of a little concern making orange marmalade

and selling it in this territory. That little outfit hasn't the money to buy much advertising matter. I don't think it deserves any credit for being clever, but because it didn't have much money to spend, that company bought just one thing-a cut-out of a big round orange, with a picture of the jar in the middle and a place for the price underneath. It's printed on cheap, flimsy paper and it's the only piece of advertising matter the concern has. So it just keeps on sticking up that sign and now the whole territory is plastered all over with just one thing. If I ever run an advertising department, I'll work out one good idea and then I'll work it overtime and won't buy anything else until that one piece has been plastered all over the whole country. I'll do the line more good for less money than if I followed the usual plan of buying a dozen and one things that look good to me.

There's another thing in connection with this. The house sends us a bundle of some piece of advertising matter this week, and maybe before we get it all put up, it sends us a supply of something else. Well, it's only natural that you start using the new stuff and before long you've got several dollars' worth of the old material lying around. You don't start in and use that old stuff up. Before long you forget all about it and maybe six months later you find it stuck away in some corner and it's got old and dusty and you chuck it away. That same thing happens all the time and when you've got a hundred salesmen or so-well, you can figure it out for yourself.

But you can't tell that to advertising managers. They don't like to hear that sort of thing. I've made suggestions like that a couple of times but it didn't sit well. You take those advertising managers,

they grow up with pet ideas and pet theories and they get so used to sitting at their desks telling people what they ought to do that before long they get to believing those theories themselves. If our advertising manager would come out and do, for a couple of weeks, what he tells me to do, he'd go back a changed man. He does "go on the road" now and then, I understand, but if he does it all over the country the way he "went on the road" when he spent a day in my territory, he'd better save rail-road fare. When he came to see us, he had us all meet him at his hotel and we listened to him lecture us. He talked for a couple of hours and then had a date with a newspaper man to play golf. Then he went back home and wrote us a letter about his "trip among the boys.'

Salesmen Padding Expense Accounts

I had a letter from the house today talking about cutting down traveling expenses. Well, I guess they've got to do that about every so often. The man who wrote the letter is some sort of an efficiency expert who has been made assistant sales manager. The story goes that the president of the company got him from a bank. And this chap is supposed to earn his salary many times over each month by hunting nickels which he can cut out of salesmen's expenses.

His first letter to me was a funny one. He goes on to tell me, in a nice, patronizing sort of way, that he used to be a salesman himself and he is wise to all the stunts that we salesmen have when it comes to padding expense accounts. He wrote me that old gag about the salesman who put into his ex-pense account "One Overcoat, \$30," and the sales manager cut it out and then next month the salesman turned in another expense account and it was all right and he got his money for it. Then he turned to his sales manager and said: "Well, I got my overcoat in that time but you didn't find it!" And the man who wrote me tried to let on that we needn't try to slip any overcoats through on him because he was up to all those tricks himself.

What makes me so sore all day that I can't work is this idea that a lot of people in offices have that salesmen are a bunch of crooks who are out to do the company every chance they get or else a bunch of humorous college boys who think it is a good joke to slip something over on the house.

Now you know and I know that there isn't a trip that I'm not money behind. I read in the papers where Coolidge management government President schedule of what government people could spend in traveling. schedule Well, from the way the papers wrote it up, that schedule was a model in economy. Still and all it is a lot more liberal than we can get by on. For instance we can't charge tips, but how are you going to get pass all the bell hops with your sample cases without slipping them a dime now and then? Well, you don't. And you leave a dime for the waitress or you feel so cheap you don't go back there again. And these chaps in these home offices like to write us letters about all of us getting together every evening and playing cards and that sort of stuff. We're supposed to lose a lot of money every night and then try to slip it over on our expense accounts. But they don't stop to realize that on a hot day you stop in for a half dozen sodas during the day and you can't charge them. Of course not, but that's part of the expenses of this kind of work.

And your wear and tear on your clothes is something awful and the way the small-town hotels treat laundry is a fright, as you know, but of course, that's part of the risks of the job. And you get tired of sitting around the hotels evenings and maybe you don't get any special kick out of sitting around in a lot of cigar smoke playing pinochle, so you spend a half dollar at a movie and after that you drop in and buy a couple of magazines and maybe a bowl of chili or something, and you've shot another dollar or a dollar and a

Those are the thousand and one

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"All there is I am. What I am not, ain't"

This was Will Cressey's line to indicate that he was not only the owner of the theatre but the stage manager, electrician and ticket collector as well.

Ask your salesman who covers Louisiana for a list of his calls within one hundred miles of New Orleans. He will tell you that in that market all there is, is New Orleans, and what New Orleans is not, ain't.

80,000 of the total 95,000 circulation of the Item-Tribune is in New Orleans.

The Item reaches five out of seven and The Tribune three out of seven families in New Orleans who read any newspaper.

Item-Tribune.

National Advertising Representatives: GEORGE A. McDEVITT CO.

250 Park Avenue, New York Peoples Gas Building, Chicago

little expenses that you have on the road that you can't charge on the expense account. And that's all right. I'm not kicking. But if that new efficiency expert ever had traveled, he'd know about those things instead of putting it down for a fact that all of us eat 40-cent breakfasts, sneak out when the waitress isn't looking and then charge the house fifty cents, having swindled the company out of a dime. The next thing you know, he'll be docking us \$10 a month flat for nickels and dimes that got past him.

Well, this sort of stuff makes me so sore that I didn't do any work today. Couldn't do it! Didn't feel up to it. I guess the company is paying him good money to make us feel rotten and do less business. But of course all salesmen are expected to be inhuman machines that go around all day long talking pep and optimism and the grass is growing and the weather is fine and that sort of

thing.

Letters That Are Invariably Unpleasant

Well, I had another letter today from Jones. You know he's the man who's taken Peterson's place. I've only met him a couple of times and he's either got some sort of disease which makes him always unhappy or he is just naturally sour. The couple of times I met him, he looked up from his desk and grunted. It seems he had sent word that he wanted to see me, but when I got there, he'd changed his mind because he didn't act like he wanted to see me. He acted like he thought I was some sort of mortgage on the plant, or something.

Everything was wrong with him and with me and the business. Competitors were getting it all. They were a wonderful bunch. They had a sales department that could do business for about half what we could do it for. They could do everything better than we could except the department that this bird Jones heads up. And then the meeting was over. He grunted again and turned to-

ward some papers and I felt rotten and started out to call on the trade and tell them what a wonderful house we have.

Well, anyway, as I started to tell you, I got a letter from him today. The company is just a step ahead of the sheriff. We're all rotten. Everything is going to the dogs. But that being the case, we've got to cut down expenses and feel cheerful and get more business. But his letters don't bother me so much any more. You know, after a while, you get so that that unending melancholy doesn't effect you any more. You get to know that some people are just naturally that way. One of these days I'm going to tell him he ought to save the company's stamps, because his letters can't do me any good and they are now beyond doing me any harm. If he'd once in a while write something pleasant, he'd get me off my guard and his rotten letters might get under my skin, but when a man is just always gloomy, you get used to it.

That reminds me, though, of Nolan, in the traffic department. He's got a way of dictating a real rough business-like letter when he's using his dictating machine. And then when he reads his letters to sign them, he gets kind of personal and he's always writing little P S's in ink at the bottom.

They're good stuff.

I'm going to look him up and get acquainted with him. Maybe he's sincere and maybe he's like the correspondent who always used to wind up letters to cus-tomers by saying: "And any time you are in our city, be sure to call and see us. Our president would enjoy having a little chat with you about things pertaining to your business and to ours." One day he wrote to a man who had been a customer for a couple of months and then had become a poor pay and finally he was writing that the company would start suit on the tenth of the month unless the check came in, and then he wound up his letter by saying: "And any time you are in our city, be sure to call and see us. Our president would enjoy, etc., etc.'

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OCTOBER 21, 1926

10c SUNDAY

EXAMINER PROVEN DOMINANT MEDIUM FOR CLASS APPEAL!

CLASSIFICATIONS SHOW LEADERSHIP

The Los Angeles newspaper that reaches the greatest unit buying-power is The Los Angeles Examiner!

That is the conclusion reached by Los Angeles advertisers borne out by many months' records, and corroborated by September figures recently released.

Leading in those classifications in the local field that show how Los Angeles advertisers consider The Examiner head and shoulders above competition in reaching buying-power, this newspaper led ALL other Los Angeles newspapers during September, in the following, among other, departments:

Building Materials
Automobiles
Amusements
Furniture
Ladic
Electrical Appliances
Jowelry
Real Estate
Musical Instruments
Sporting Goods
Cloaks, Suits and Specialty Houses

A significant angle of the month's figures was the tendency of those advertisers whose appeal is to buyers of units that total large amounts to use the Sunday paper. Particularly noticeable is this in Real Estate and Automobile advertising. The suggestion seems to offer itself that this particular medium has proven by far the most superior in reaching "class" elements.

reaching "class" elements.

On The Examiner in Los Angeles, the tendency is seen also in Building Materials, Furniture and Jewelry, and would seem to bear out the thought that advertisers who want to reach the greatest buying-power, measured in individual units, prefer The Sunday Examiner to any other medium in the great Pacific Southwest.

Today

By Arthur Brisbane

(Convright, 1926, by Star Company)

THE West in addition to being big, knows how to advertise. Turning to the Sunday Los Angeles Examiner, you see something to interest all business men. It is one advertisement covering eleven pages, published by Walker's Los Angeles Department Store. When the Pacific Coast believes it has something to say, it says it so that all may hear.

IT is desirable to deserve all success, all important in these days of quick action, to know how TO COMMAND SUCCESS. Conservative merchants will say, "One advertisement covering eleven pages is excessive," but it isn't.

The Los Angeles Sunday Examiner circulates 400,000; biggest circulation west of the Mississippi River, and is read by 2,000,000 people. When you talk to such an audience you should make a noise to be heard.

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And Then Where Does It Go?

ANUFACTURERS of every conceivable kind of mer chandise ship their products in carload lots-yes, and in trainloads to jobbers, distributors and wholesalers in these cities: Minneapolis, St. Paul, Omaha, Des Moines St. Joseph, Kansas City, Topeka, Wichita, Denver, Oklahom City, Tulsa, Little Rock, Dallas, Fort Worth, Houston and San Antonio. Then what happens?

The jobbers, distributors and wholesalers in these cities in turn sell the great bulk of this merchandise to retail dealer in small towns and villages. And then-these retail dealer in turn sell the bulk of the merchandise to farmers who live

within their trading radius.



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WHILE the major market in the East is the city market, the major market in the Midwest and Southwest is the rural market and this applies to almost every class of merchandise sold in this territory.

There is no argument on this point: the rural market is the dominant market in the Midwest.

Capper's Farmer has more circulation than any national farm paper in the territory served by the jobbers, distributors and wholesalers in the above sixteen important cities.

These cities did a jobbing business last year of almost ten billion dollars. The bulk of the merchandise eventually found its way into rural homes.

armer

Capper's Farmer should go on every national magazine list if the manufacturer wants to cover the *major* market in the Midwest as thoroughly as he covers the *major* market in the East.

Capper's Farmer has 815,000 circulation, 85% concentrated in the territory served by these sixteen important jobbing centers.

Published at Topeka, Kansas, by Arthur Capper

M. L. Crowther, Adv. Mgr., 120 W. 42nd St., New York City 815,000 Circulation

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ANew Way to Increase the Results from Your National Advertising

What better way could there be than to tell the reader just where, in his city, he can get your product when he wants it?

• For the first time that is now possible with a small percentage of your present appropriation, one order, one piece of copy, one bill and a dozen words in your present national advertising copy.

For name of nearest dealer consult your City Directory added to your national advertising copy is equivalent to listing all your dealers in over 1500 cities and towns in the United States and Canada.



This trademark appears in directories of leading publishers

For further information, address

R. L. POLK & CO.

National Representatives

Association of North American Directory Publishers

524 Broadway

New York City

Some New Angles on Old Window Display Problems

Report of Window Display Research Committee Offers an Excellent Survey of Current Display Conditions

By C. B. Larrabee

A T the recent convention of the Window Display Advertising Association a report was presented by the association's research committee, of which Carl Percy, of Carl Percy, Inc., is chairman. This report, although it has some weaknesses due principally to the comparatively small number of dealers interviewed, is an unusually thorough discussion of many of the most perplexing problems of window display and for that reason is of more than ordinary interest to all advertisers using displays. The findings upset several cherished display beliefs, confirm a number of other beliefs and, taken as a whole, throw light into several dark and unexplored

At present it is neither feasible nor profitable to take up the entire report with all its conclusions since some of them are not definite enough to be of real value while others deal more with problems that are a little outside the province of the average advertiser. The points to be discussed here, however, will make admirable starting points for the manufacturer who believes in the value of window display and who wishes to solve his own display problems by scientific methods.

First, consider some of the conclusions which are presented in the report in brief summary.

'It is apparent that grocers do not feel it wise to use jobbers for distribution of display material." (This is based on queries to both retailers and jobbers.)

"Cheap displays prove an expen-(Dealers sive · economy." almost unanimous in their demnation of cheap displays.)

"Paper trims are generally not acceptable." (This does not refer to crepe paper which is often used by dealers and installation services as background material but to the ordinary printed paper strips that advertisers sometimes use to reinforce their displays.)

"Windows seems to pull for a

ten-day period."

"There is a strong preference for price tickets, especially on merchandise appealing to men."

"The display must be as good when delivered as it 'sounded' when presented by the salesman."

"Pride in the appearance of his establishment has a big influence on the dealer's choice of merchandise which will go into the window. Profit margins and volume are not necessarily the controlling reasons for placing merchandise behind plate glass."

"Don't pay for windows. You'll start something you can't finish."

"Most advertisers who use display contests do not do it for a second time."

"Good display material is apt to be used four to six times before it is discarded."

"Out of thirty replies to one question, fifty-six advertisers were mentioned as having co-operated in the tie-up of display with other forms of national advertising."

THE PULLING LIFE OF DISPLAYS

One of the most interesting sections of the report is that dealing with the pulling life of displays. This section is based on replies from forty-eight dealers in electrical, dry goods and men's furnishing stores. Fourteen dealers replied that they change windows semi-weekly. Twelve of these, however, were in the dry goods and department store field. Twentyfive dealers change windows every week. A few dealers leave a display in place for two weeks.

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to increase after a display is removed?" was another question asked these dealers and it is interesting to note that the majority of the dealers expressed their belief in displays by answering in the affirmative. This bears out the results of actual tests made by a number of national advertisers who have proved that displays make themselves felt for many weeks after they have been removed from the store window.

In the same section the majority of dealers went on record as saying that the price of the merchandise shown has a definite influence on the pulling power of a display. Unexpectedly, however, only one dealer believes that low-price items are the best for display purposes while some nineteen dealers believe that medium-price and high-price merchandise are the best for display purposes.

PRICE TICKETS ARE WANTED

It was in this section that the dealers came out flat-footedly for price tickets, very few of them believing that the absence of price tickets adds to the value of a display.

In another section, the dealers were asked how much display material is sent them without a specific request on their part for this material. The replies run all the way from not more than 10 per cent unrequested material to as high as from 75 to 100 per cent. The majority, however, stated that 50 per cent and under was the figure to be set up from their own This rather goes experiences. counter to the belief of the average advertiser that a great ma-jority of display material is sent out unrequested. It shows that advertisers, today, appreciate the fact that one of the best ways to check waste is by sending material only on definite request.

One of the big weaknesses in display distribution has been the lack of any definite effort on the part of salesmen to interest dealers in the material. This was brought out emphatically in the duestionnaire. To the question, "Do salesmen simply amounce that they are going to send display ma-

terial without attempting to prove its worth or to tell exactly what it is?" the replies were fifty-fifty. Certainly this is a rather lamentable showing on the whole particularly since in answering a later question the retailers emphatically expressed themselves as being in favor of advertising co-operation and showed that they want, if possible, to tie up their displays with a manufacturer's advertising. Several dealers brought out the fact that salesmen often give the impression that display material costs nothing, has no value, and may or may not be an aid to selling the merchandise.

One dealer said, "Salesmen are usually too interested in selling merchandise and getting an order to devote much time to explaining the advertising features their line carries. I am sure that if greater stress were put on the splendid co-operation that the majority of national concerns offer, it would be a great deal easier to sell the product and I am certain that the merchant would place a great deal higher value upon the many costly advertising features that he is so generously supplied with."

Some day the advertiser may realize, and his salesmen may realize, that advertising co-operation is one of the greatest sales assets a company or a salesman may have. Many advertisers today do realize this and are pushing the idea for all it is worth. Their belief is being confirmed by their sales. Advertisers who will not get into line on this subject are overlooking one of the big chances they have to influence retailers.

Some of the comments of dealers concerning the influence of profit margin and volume are worth quoting.

"Profit margin is a very important factor in any line," says one retailer, "but a dealer does not expect to make the profit on a nationally advertised line that he would on one not advertised. Volume will often make up the difference."

"We carry a wide range of merchandise which, of necessity, would include high-class merchan26

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dise," says another retailer, "and this is frequently used to tone up the window displays whether the sale is big or not."

"Volume of business on any one article does not govern the window display on that particular article," says a third retailer. "It does have a good deal to do with the length of time we keep it in a window."

These quotations are given because, although they reflect only the attitude of three retailers, they do show that not all retailers fall in with some of the pet ideas of national advertisers. As a matter of fact, one of the chief values of the committee's report comes from such quotations which should stimulate the advertiser to revise his thinking and to realize that some of his cherished views are not, perhaps, 100 per cent correct.

In the section on the life of display material there is some very interesting material. This section is based on replies from ninety-two dealers, a fairly large number.

Seven dealers make no use of display material in the store after it has been removed from the windows. Fourteen make almost no use of it. On the other hand, thirty-three dealers use from 50 to 75 per cent of the material in the store, while seven use more than 80 per cent.

Asked if they have any facilities for storing display material, dealers answered, seventy-nine Asked if they use the same displays again, sixty-six re-plied that they do. Three dealers reported using material ten to twelve times, which means, of course, until the material is worn out. The majority of the retailers, however, use it one, two or three times after the original showing. It is obvious from these answers that a good retailer realizes the value of a good display piece and does not hesitate to use it again and again.

The retailers were asked what they considered the average life of a display, taking into account its re-use. Seven gave a year as the period of life while five even hazarded the opinion that a display lives from eighteen months to five years. The interesting fact is that only eighteen gave their belief that the life of a good display is under four weeks.

When asked the record number of times they had used displays, three dealers replied, "from ten to twelve times." The majority, however, use a single display six times or less—and that only if the display is exceptional.

Only thirty dealers were asked if they make a definite attempt to make a timely tie-up with manufacturers' national advertising. Twenty-five, however, answered in the affirmative. Despite the small number of answers, this shows an unexpected willingness on the part of dealers to tie up with national advertising, which is something many advertisers have heatedly denied.

ALL SIZES ACCEPTABLE

The section dealing with the size of displays brought in a number of confusing answers. The one conclusion to be drawn is that dealers have no real size preference as a whole, their inclinations being governed largely by the size of their windows and whether or not they like to use displays which feature only one product. Quite a few dealers, however, expressed a preference for displays made up of one large center piece and several smaller pieces. This gives the dealer an opportunity to use all or part of a display as he sees fit and also allows him to use units of the display inside the store after the display has been removed from his windows.

The section on waste was also somewhat disappointing, perhaps because, while many dealers realize that there is waste, so few have practical remedies for reducing it. Some of the comments, however, are worth repeating.

"Distribution of display material should be a direct communication between distributors and merchants. Generally speaking, jobbers stock display material in their warehouses until it is dusty and shopworn."

"I would say that 90 per cent of

the dealer helps distributed through the jobber are never used in the way they were originally intended to be used. Eighty per cent of the dealer help material sent direct to retailers finds its way to the rubbish heap instead of the display window."

"Most retailers are not expert window trimmers. They would like to use good displays if they could only be given simple, practical material. They like displays that will sell goods, not displays that will make windows pretty, cause much trouble and expense, and not sell anything."

"Have your own men put in the window display in the best retail stores. Hire good men to do this."

These comments are not chosen because they are typical but rather to show some of the lines along which individual jobbers and retailers are thinking.

The report of the research committee is far too bulky to be reviewed thoroughly in the space at our disposal. I have merely attempted to lift out some of the more interesting information with the idea of showing the advertiser that it is dangerous to follow a policy that is too cut-and-dried. A study of the entire report should serve to give the advertiser some new angles on his display problems and get him out of the ordinary ruts of thinking.

Copies of the report are available to all members of the Window Display Advertising Association which is to be complimented on the preparation of such an excellent research study.

Burt Cochran with

Burt Cochran with H. K. McCann Company

Burt Cochran, for the last five years with the Chicago office of the Ferry-Hanly Advertising Company, has joined the San Francisco office of The H. K. McCann Company. At one time he was with the Dallas, Tex., News.

Indian Motocycle Income Larger

The Indian Motocycle Company, Springfield, Mass., reports a net income, after charges, of \$211,993 for the year ended August 30, 1926. This compares with \$201,913 for the previous year.

Advertising's Influence on the Casual Reader

"Well-written copy is always an instructional force in the mind of the casual reader," according to Herbert W. Heas, professor of merchandising, Wharton School of Business of the University of Pennsylvania. People are so busy doing other things that they are compelled to accept the authority of others in fields with which they are not acquainted, he said, speaking at the convention of the Pennsylvania Real Estate Association, at Wilkes-Barre, Pa., last week. His subject was: "Printers' Ink as a Real Estate Salesman."

"The average business man," he continued, "is inclined to judge the value davertising in terms of immediate returns, but it may have been the previous reading of a dozen of your competitors' advertisements which has finally made your own productive."

Made Advertising Manager of Rice-Stix

S. Carter, who recently conducted the Continental Advertising Company at Denver, Colo., has been appointed advertising manager of Rice-Stix, St. Louis manufacturing wholesalers. He succeds G. B. Whitson, who has joined the Elmer Richards Company, Chicago. Mr. Carter was at one time advertising manager of the El Paso, Tex., Times.

Robert Reiss Sales Gain

Robert Reiss & Company, New York, and subsidiaries, Reiss underwear, heiery, etc., report gross sales of \$6,240,010, for the nine months ended September 30. This compares with \$6,150,767 for the same period last year. Sales in the third quarter of 1926 were \$1,766,701, against \$1,754,282 for the third quarter of 1925.

Book binders to Co-operate in Book Campaign

The Employing Bookbinders of America at a recent meeting passed a resolution to make an initial contribution of \$30,000, to be expended by the National Association of Book Publishers in its campaign to promote wider interest is books and their sale.

Changes Name to Small, Lowell, Inc.

The name of the New York Advertising Agency, New York, has been changed to Small, Lowell, Inc. The change is one of name only.

New Account with N. W. Ayer & Son

The Horn Surgical Company, Phila delphia, has placed its advertising account with N. W. Ayer & Son. the

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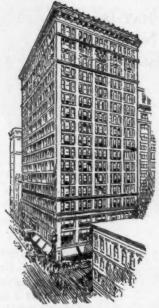
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WHAT IS OUR NATIONAL DISGRACE

> A new light on the machinery of justice. Read "Are Lawyers the Real Lawbreakers?" In

JUCCESS MAGAZINE NOW ON SALE!

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Not all the money in the Union Trust Building at Fourth and Walnut Streets, Cincinnati, is in the vaults of the bank. This building is a veritable hive of industry, stored with wealth from the basement to the roof as a beehive is stored with honey. Money-making is the all-engrossing occupation of the hundreds of men and women. who for eight hours every day center their activities here. Banking, building, insurance, buying and selling, practicing their professions and vending their goods and services at a profit - these peo-

ple not only have money but they know money. And knowing it they make it work.

Make a mental inventory of these people as they go in and out of their hive. Observe the clothing they wear, the shoes, the hats, the articles of personal adornment. Note the character of the cars in which they come to work and which carry them away in the afternoon to golf, or tennis

CINCINNAT

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher

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Times-Star is the Key Union Trust Building

or to the enjoyment of their own homes and gardens. Some of them go far afield in their quest for business. The very quality of their hand baggage is an index to their standard of living. It suggests travel de luxe, luxurious hotel service, generous buying power.

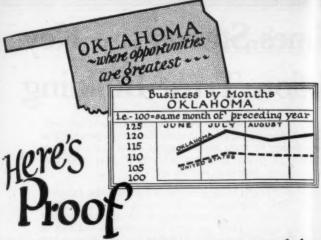
People well worth talking to, these Union Trust Building people. Their accounts would mean a lot to any bank. They not only sell insurance and bonds and stocks, but they buy them. They not only build houses but live in them. They are not only skilled in making money but they are also discriminating and liberal in investing and spending it. And, for the most part, they make their investments and their purchases here in Cincinnati where they make their money. Sell your proposition to people like these and your out-of-town business will take care of itself.

Of every one hundred people who have their business headquarters in the Union Trust Building, more than eighty-six read the Times-Star regularly. This is a matter of record over their own signatures. No other publication has even a near approach to this remarkable audience.

The Times-Star is the key to the Union Trust Building, no question about it. 86.3 per cent coverage of this market! 80.5 per cent coverage in the Union Central Life Insurance Building. 80 per cent coverage of greater Cincinnati, including the city proper and neighboring cities, towns and villages on both sides of the river!

IMES-STAR

in L. Marsh, Eastern Rep. Brunswick Bldg., New York Kellogg M. Patterson, Western Rep. 904 Union Trust Bldg., Chicago



Oklahoma selling opportunities actually ARE greater!

Babson's sales reports, which are graphed and reproduced above, show that in 1926 Oklahoma's business was 110 per cent of the preceding June's business-an improvement 3 per cent greater than the average for the nation. Oklahoma's July business was 121 per cent of the preceding July-11 per cent above the nation's improvement. Oklahoma's August business was 117 per cent of August, 1925-a 12 per cent increase above the nation's average improvement.

During the fall and winter months, normally Oklahoma's greatest buying season, this improvement should continue and even increase, in the opinion of leading economists.

Oklahoma's great central and western market, the richest area of the state, is covered thoroughly and alone by the Daily Oklahoman and Oklahoma City Times.

Circulation Daily 141,000 Sunday 87,000

AILY OKLAHOMAN AHOMA CITY ughly and alone co

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ADVERTISING AGENCY

New York Chicago Detroit Kansas City

Atlanta San Francisco

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If the Publisher Should Abolish the Discount for Cash

He Would Change Good Advertising Agents into Indifferent Bankers

By James O'Shaughnessy

Executive Secretary, American Association of Advertising Agencies

RECENTLY some discussion has arisen on the subject of cash discount. Perhaps it is well that this should have come about as every phase of operations in the advertising transaction should be thoroughly understood by everyone concerned.

Since someone has shown a desire to discuss cash discount, it is an indication that there is something about cash discounts that is

not sufficiently understood.

Allowance of cash discount is an old-established custom. It did not originate in the advertising business. It was a going thing long before advertising bills were invented. In American business, cash discount is an institution. It was introduced into advertising by publishers many years ago. It has been continued by them with the approval of their experience in all of these years. It has a firmness of character built up out of billions of dollars of business transactions annually.

The seller, desiring his money in quick time, puts a price on that time, and calls it cash discount. The business that does not need a return on its sales on a fixed day, and does not care to pay the cost of a return on a certain payment date, and can afford to wait for its money, may well dispense with cash discount. On the other hand, that business which needs its money early and promptly is faced with the necessity of giving a cash discount.

The advertising business requires prompt payment. The publisher needs his money on a fixed day to meet his inexorably recurring bills. The advertising agency needs its money on a fixed day to meet its payments to the publisher on the

publishers' fixed day. In order that each should meet his payment days, the cash discount is an inescapable necessity.

There is a further consideration which comes more clearly in the vision of the advertising agency, and that is the relation of prompt payments to the stabilization and growth of national advertising. Look over the lineage in the last few years in the national field. The stability of that great volume depended upon prompt payments next to constructive service to advertising itself. That prompt payment was bought and paid for by the cash discount.

SOMETHING FOR NOTHING

If you drop the cash discount and ask for prompt payment, you are asking for something for nothing. If the cash discount goes, prompt payments go with it. To abolish cash discount is to go to a thirty-day period for space used. That would most likely mean forty-five days or thirty days from the end of the month. The advertiser would quickly realize that he was in control of the payment day and the forty-five-day period might easily stretch out.

Should that come to pass, the newspapers of America would be carrying so many millions of dollars against an unknown payment date, that the publishing industry might be forced to a financial readjustment. It might be answered off-hand that the publisher looks to the advertising agency for his money, and can fix and force the payment date as he does now.

That would be possible if two other impossible things were also possible. One is that the advertising agency by the very genius of its organization does not and should not possess the working capital, which such a disarrange-

Portion of an address made before a convention of the Inland Press Association at Chicago on October 20.

Oct.

ment would entail. It would make the advertising agency a banker. If it became a banker, it would cease to be the great creative and constructive force that it has proved itself to be. There would be nothing gained to the publishing business by charging good agencies into indifferent banks. The other is: the advertising agency could not pay the cash discount out of its compensation and still give the service necessary to maintain

the advertising volume running to-

day. A few years ago that point was pondered by publishers generally and they arrived at the conclusion that the advertising agency compensation could not be reduced without impairing the great structure of national advertising. Incidentally, their studies also brought them to the biggest return on their income of any group in American business. The study of the situation showed that an agency cannot properly finance the advertising it places and also that it cannot give away any part of its commission, and continue to be the valuable

thing it is.

It is said that a few publishers have abolished the cash discount and have done it successfully. It might also be said that a few good citizens dodge their taxes. If all good citizens dodged their taxes instead of a few, the whole scheme of safeguarding life and property might need readjustment. The cash discount does not go into the purse of the advertising agency.

It goes into the advertiser's purse. The custom of the members of the American Association of Advertising Agencies is to pass the cash discount on as received, for the purpose of forcing collection so that the publisher may be paid on the day he has designated. year the members of this association placed advertising amounting, in round numbers, to three hundred millions of dollars. Every dollar, excepting a fraction of 1 per cent, was paid on the date fixed by the publishers' cash discount. That fraction of 1 per cent was too small a fraction, too insignifi-cant to be considered in the percentages at all. What other business has a better financial score? What other business operates with such financial exactitude?

September Life Insurance Sales Gain

The Association of Life Insurance Presidents has reported to the United States Chamber of Commerce that there was a gain of 7.6 per cent in the writings of new life insurance bunness for Sentember over September of last year. The gain for the first nine months of the year was also 7.6 per cent over the corresponding period in 1925.

New September business amounted to \$795,000,000, against \$738,000,000 for that month last year. The total new life insurance for the first nine months of 1926 was \$8,244,000,000. This compares with \$7,664,000,000 for the corresponding months of 1925.

Iowa Press Association to Meet

A meeting of the Iowa Press Association will be held on October 23 and 24 at the University of Iowa, Iowa City. Among those scheduled to speak are James S. Farquhar, publisher, Celar Rapids Republicas; Q. Kephart, adverting manager, Cedar Rapids Republicas; E. F. Tucker, Ames, and John Houston, circulation manager, Ottumwa Cosnic.

New Account for Detroit Agency

The advertising account of the McBee Binder Company, Athens, Ohio, manufacturer of loose-leaf forms and office equipment, has been placed with William B. Hall, Detroit advertising counsel.

Joins Aero Alarm Company

T. Riddle has joined the general sales and promotion staff of the Aero Alam Company, Seattle. He will be in charge of sales on the Pacific Coast with headquarters in the general office at Seattle. Mr. Riddle had been engaged in new-paper work at Seattle.

To Publish Building Catalog

The Chapin Publishing Company, Minneapolis, will publish a catalog for architects, engineers and contractors is the Northwest, which will be ready next January. It will be known as "The Northwest Construction Catalog."

Rudolf W. Stand, for the last five years associate director of the Central Y. M. C. A. Schools, Chicago, in charge of advertising and sales promotion, law resigned, effective some time in Noyember. ore? vith

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Long duration of many friendships evidences depth and quality in the character of a man and in the services of an advertising agency.

McJUNKIN ADVERTISING COMPANY
DOMINANT IDEA ADVERTISING
SOUTH WABASH AVENUE, CHICAGO

00

Special Newspaper Campaigns to Feature Hot Lemonade

NE of the changes in the adovertising program planned for 1926-1927 by the California Fruit Growers' Exchange, Los Angeles, will permit special newspaper campaigns to be conducted at the discretion of district managers. These campaigns will feature the medicinal advantages of hot lemonade and are to be released during epidemics of colds and grippe.

Another change provides for the expansion of lemon-hair-rinse ad-With these two excepvertising. tions, the general campaign will be similar to that of the past year, "Agricultural Co-operation" ports. The 1926-1927 campaign marks the association's twentieth annual advertising campaign. The management points out that the nineteen completed campaions have built up good-will and public acceptance for California citrus fruits.

Magazine, newspaper and outdoor advertising will continue to be used in the new campaign. Its objective will be (a) to increase the total demand for citrus fruit; (b) to increase preference for California fruit, especially Sun-kist products, and (c) to improve distribution and merchandising by insuring better displays, reasonable margins and a more rapid turnover of the stock in the hands

of the trade.

Sixty-three per cent of the total appropriation will be used in advertising oranges, 36 per cent in advertising lemons, and 1 per cent in advertising grapefruit. In addition to this advertising effort, the association is conducting a campaign for the purpose of enlarging its membership. Educational advertisements have been prepared for ninety-five newspapers in the citrus belt, setting forth the reasons why it is to the advantage of growers to join with the majority and market their products through the Exchange. Furthermore, it is felt that bank-

other business ers and throughout the citrus belt will be favorably impressed by definite information regarding the exchange. its business practices and the results obtained by collective activity.

Financial Advertisers Welcomed in Newspaper Copy

When the Financial Advertisers' Association recently held its convention at Detroit, Harris, Small & Company, investments, of that city, used newspaper display apace to welcome the association to the city. At the same time the coasion was made an opportunity to acquaint the public with the accomplishments of financial advertising.

Confidence was expressed in the policies of the association, to which Harris, Small & Company, subscribed. Follow-ing the headline, "Welcome," the tent ing the headline,

"We "We believe in your policies and principles and in the constructive work you are doing to raise the standards of financial advertising to constantly higher levels. Your research work has been beneficial to advertisers throughout levels. Your research work has been beneficial to advertisers throughout America, including this company. Here in Detroit we are trying to broades the market for sound securities through advertising, which we constantly strive to make clear, strictly truthful and absolutely trustworthy."

New Account for Gumbinner Agency

Inecto, Inc., New York, has placed its advertising account with the Law-rence C. Gumbinner Advertising Agency, also of New York. A campaign will shortly be started in newspapers, maga-zines and business papers.

R. S. Jackson Retires as Altman Advertising Manager

Richard S. Jackson, for several years a director and advertising manager of B. Altman & Company, New York, has retired. He had been with the company for the last thirty-eight years.

Railroad Account for Albert Frank Agency

The Chicago & Eastern Illinois Railway has appointed the Chicago office of Albert Frank & Company, advertising agency, to direct its advertising ac agency, to direct its account. Newspapers will be used. count.

Joins Dowd Agency

Kenneth L. Snedecor, formerly division sales manager of the Owens Staple-Tied Brush Company, Toleda, Ohio, has joined the staff of Charles F. Dowd, Inc., advertising agency also of Toledo, as an account executive.

MONEY for the MAMES OF THE SEVERA 1. thousand folks Who through the Scribner Fifth Avenue Section

Orders Pay Dividends-Scribner's Produces Orders

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N. B. This advertisement is one of a series appearing as a full page in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of that suburb; in each advertisement, too, The Enquirer's coverage of the district is shown

THE CINCINNAT

"Goes to the hom

heviot a-shopping goes

THE doorman's face lights up as her sedan pulls in at the curb. A saleslady hastens to wait upon her. A store official nods as he passes. "Wish we had ten thousand customers like her!"

But there is only one Mrs. Cheviot. She lives in a community with an atmosphere all its own—enterprising, progressive, but friendly, hospitable, too. In a way, this atmosphere is but a reflection of Mrs. Cheviot's own personality. She has made her community what it is; she is striving every day to make it better.

Being a wise woman, she starts with her home. But her influence is felt in politics, in education, in every forward-looking enterprise. Needless to say, it keeps Mrs. Cheviot busy keeping up with all her interests. Here, however, she has found a valuable aid in The Enquirer. It brings her hints for more efficient house-keeping; it informs her of club affairs. Finally, through its advertising columns, it helps her with her shopping. She reads it just before she starts for the city; arrived there, she knows what she wants and where to get it.

In 718 of the 999 residence buildings of Mrs. Cheviot's community, The Enquirer plays this same role of shopping adviser. To you, Mr. Advertiser, this fact and its obvious connection with patronage and profits should be extremely important. And it can be—if you are represented in the advertising columns of The Enquirer.



PAUL BLOCK, Incorporated New York Chicago Detroit Boston Philadelphia R. J. BIDWELL CO. San Francisco Los Angeles

ENQUIRER

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Three Million Readers!

THE HOUSEHOLD JOURNAL'S rural and small town field represents over 3,000,000 readers, on the basis of 700,000 paid in advance circulation and 4.2 people to the average American family.

This is an undeveloped market for the general publicity advertiser. Every advertisement is a support for the small town dealer. Hundreds of these towns are covered only by mail order publications, only a few of the general media filtering in.

THE HOUSEHOLD JOURNAL, for years a leader of advertising volume in its field, concentrates its 700,000 circulation in the rich middle-western towns and villages.

HOUSEHOLD JOURNAL

IRA E. SEYMOUR, Adv. Mgr. - Batavia, Illinois

Chicago Office

Rhodes & Leisenring, Managers

Bell Building, 307 Michigan Blvd.

Central 0937

New York Office
A. H. Greener, Manager
116 West 39th St.
Room 825

Charter Member of Mail Order Publishers Assn.

Whither Bound in This Cut-Price Matter?

Danger Looms as Drug Jobbers Yield to Cash-and-Carry Competition on Advertised Goods

By G. A. Nichols

ERTAIN drug jobbers, includ-Cing the Fuller-Morrisson Company of Chicago, are offering retailers an extra 10 per cent discount on a long list of advertised proprietaries and commodities. They are doing this not because they want to, but because they think they

have to.

To put the thing in perfectly plain English, they are pursuing this policy because they think it is the only way they can prevent the cut-price drug jobber (and his name is legion) from running away with their trade. He has got a good portion of it already. They look upon the cut price as mischievous, uneconomic and possessing elements of real danger for the retailer. But they are falling in line with it more or less as a temporary meal ticket proposition, hoping that all concerned may get together on it later and work out a solution containing at least the rudiments of common sense.

It is the honest conviction of leading merchandisers that this comparatively recent development among the old-line drug jobbers is ample evidence that the cut-price proposition is running away with itself and that the merry free-forall should be slowed down a bit before somebody gets hurt. Any number of retailers, and some jobbers, are working themselves into an awful fix through playing around with cut prices without understanding the business philosophy involved, and knowing little of the strategy and tactics necessary for their successful use. Many have gone broke and many more will. This part of it would not be so bad, in as much as both the retailing and jobbing fields are crowded anyway, were it not for the fact that the cause of it all is fundamental and is likely to have serious effects upon business as a

whole.

The Fuller-Morrisson Company. one of the largest and highest class drug wholesale houses in the country, has consistently fought the arbitrarily cut price as a menace to the manufacturer, the jobber and the retailer-to the retailer most of all. Accordingly, the oldline drug jobbers got the shock of their lives when this firm came out a few months ago with its offer of an extra 10 per cent discount on advertised goods.

J. W. Morrisson, president of the company, tells PRINTERS' INK that he is by no means joyful over the change, even though his company has negotiated it successfully, has gained new business and is realizing at least a nominal net profit on the advertised goods

thus sold.

"I am frank to tell you," he says, "that we adopted this policy because we did not see how we could afford to keep out of line with something that has grown strong enough to force recognition."

THE LIMITED CAPITAL JOBBER

The "force" to which Mr. Morrisson refers is the cut-rate drug jobber of whom there has grown to be a multiplicity during the last few years. This is the type of jobber who starts often on limited capital and who must have quick turnover and cash payments. cannot carry slow-moving items, of which a retail drug stock is largely composed, because he has not the capital to tie up in them. Therefore he takes on as many well-known advertised lines as his financial limitations will permit. He stocks merchandise that there will be no question of his selling, in as much as it repre-

sents the staple drug store items for which there is an everyday demand.

The average drug jobber's dis-count allowed by the manufac-The cutturer is 163/3 per cent. price man may give away half, or more than half, of this and still make enough net profit to get along with, because of his economical method of doing business. In addition to requiring cash with the order or when the goods are received, he does not extend the regular jobbing house service. He has no salesmen, he will not deliver and gives no merchandising assistance.

In time he grows to a point where he can invest in some of the slower moving items that go to make up a drug stock. Perhaps he can extend credit accommodations to a few preferred risks. Eventually he gets to be almost a full-size drug jobber-built absolutely upon advertised goods sold

at a cut price.

One sizable drug jobber in Chicago started in this way a few years ago with a cash capital of less than \$5,000. The only additional asset he had, counting in his unbounded courage and u'ter confidence in himself, was the reputation a long list of manufacturers had built up for their goods through a consistent advertising policy. He coolly cashed in on these reputations, cutting under complete line jobbers to do so and today is the owner of an apparently solid and profitable busi-ness worth a lot of money.

The funny part of it all is there is nothing essentially unmoral in this sort of proposition. About the worst that can be charged to this type of jobber is that he is not a good sport in that he fails to carry his share of the jobbing burden as a whole. He leaves to others the task of carrying on so that the existence of the retail druggist may be assured and takes for himself all the easy parts of the transaction. But bad sportsmanship is not a crime, necessarily. Anyway, this competition has grown in the aggregate to a point where powerful distributors, such

as Fuller-Morrisson, are feeling it acutely.

These outstanding firms seem to think the only apparent remedy is for them also to cut the price on advertised goods. They can work at this even better than can the cut - price jobber. With ample capital and an established reputation they can make the discount lower than competition, as witness the Fuller-Morrisson cut of 10 per cent. And then they have the undoubted asset of service. have salesmen who can visit and counsel with the trade. They make deliveries. They give the retailer all the way from ten to thirty days to pay his bills. And they carry the great number of slower moving items of which a drug stock is made up and which the druggist cannot afford to be without.

THE DANGER

"It is only ordinary human nature," said Mr. Morrisson, "for a dealer to take advantage of an opportunity to buy widely known staple merchandise at a cut price. The danger of the thing so far as he is concerned is that in his quest for business he is likely to give away these savings also in the form of cut prices. But it is natural for him to buy at a discount if he can. Speaking for ourselves, if we do not offer advertised goods to the dealer as low as he can get them elsewhere, we have no right to criticize him for going to that place, even though he may come to us for the other items which our competitor may not have. The condition is utterly wrong and the jobber should not be obliged to cope with it. But surely the retailer is not to blame.

"We considered these things for a long time and then finally made up our minds that we would cut the prices on an imposing list of proprietaries and sundries-all quick-selling goods long known through manufacturers' advertisour customers 10 per cent of the regular jobber's discount on this merchandise, leaving for ourselves a gress margin of about 63/3 per

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cent, out of which we have to pay

"This looks rather unpromising until you begin to figure a bit. Many small dealers order certain kinds of proprietaries in onetwelfth and one-sixth dozen lots. When the low price induces them, as it does, to order in one-third of a dozen or half-dozen lots, there is a nominal profit for the distributor, even though his selling margin over cost is very low. It does not cost us a single mill more to handle three bottles than one. Here we have the old law of volume working again. So far as being able to subsist on cut prices is concerned, therefore, we have proved that the jobber is able to

"Nevertheless, the cut price is not a safe method of merchandising. The jobber, with his accurate knowledge of values, with his system and resources probably will be able to get whatever good there may be in cut prices and minimize the inevitable evil effects. But the retailer is not always able to think the proposition through and, in the scramble for business, he is likely to cut prices on his goods promiscuously. He passes along to his customers the savings he makes through this modern competitive jobbing situation and the net result for him is altogether

bad. "This makes me say that the use of cut prices by the drug jobber, even though it may be done under the plan we now employ, is far from ideal. But it is a step toward the ultimate solution of the cut-price problem which, I believe, will be worked out. The old-time jobber would have to yield a bit to this modern development as represented by the cut price. On the other hand the cut-price people will, in ordinary self defense, temper their ideas somewhat by judicious admixture of conservative practices. If the proper balance between the two can be gained, the outcome will be beneficial. It is a question that merits the careful study of manufacturer, jobber and retailer alike. The in-

mill grads

terests of the three are closely entwined."

Mr. Morrisson's observation about the effect of cut prices on the ordinary drug retailer is worth some careful thought by the manufacturer. It is almost universally believed that the great drug chains are the ones that slash prices right and left and that they are responsible for the present situation in which the drug trade finds itself. The exact opposite is the case, strange to say. The independent retailer, and not the chain-store man, is the one who gives away his profits or his buying advantages in the way of reduced selling prices.

MANUFACTURERS LOOK ASKANCE AT SMALL DEALERS

"People such as Walgreen (meaning Charles R. Walgreen, who has around 100 drug stores in Chicago), Buck & Rayner and the Central Drug Stores do not give us any trouble in the way of cutting the selling price unduly," a leading tooth-paste manufac-turer tells PRINTERS' INK. "Now and again they use our merchandise as a leader, definitely for advertising purposes. But they go right along with us as a general thing. The small dealer, though, is hard to handle. If he gets a manufacturer's free deal on a commodity, he is likely to cuit right into his prices to correspond. First thing he knows, he has cut prices throughout his store and is making only a nominal profit. it were not for some i ems which pay him a fancy profit he would go broke in a hurry."

The queer thing is that many manufacturers apparently do not see the outcome of the steady drift toward the general prevalence of cut prices as represented in the rise and growth of the cut-price drug jobber. To encourage this type of jobber, as any number of manufacturers are now doing, is dangerous in the extreme. When the development forces a conservative house such as Fuller-Morrisson to go into this sort of business, it is high time for manufacturers to pause and consider

what the denouement is going to

The manufacturer is disposed to look with complacency upon the cut-price jobber because he admittedly can handle large volumes of merchandise and because he, and not the producer, is the one who stands the burden of the reduction. The manufacturer can sell his goods at his regular price. The jobber, specializing on advertised goods mainly or completely, is able to gain such a volume and do business so economically that the effect of the cut price to him is largely offset.

If volume and economical handling can make it profitable to sell a thing at a lower price, the price unquestionably should be cut at the source. When this is done—and, happily, it is being done now in any number of cases throughout the field of general merchandise—then advertising is functioning naturally. It is performing the service to the people that its friends claim for it.

On the other hand, when to the cut-price jobber is handed over the asset created by advertising and he is permitted to use it to the detriment rather than the benefit of the retailer, this comes close to being a prostitution of the greatest force

in business.

What it really amounts to is that the manufacturer, through long and consistent effort and advertising outlay, builds up a profitable market for his goods. By "profitable" here is meant a satisfactory profit for the producer, the distributor and the retailer. His goods, of approved quality, get to be in popular demand. And then Mr. Manufacturer allows the cut-price jobber to create a situation where the good effects of a large portion of his advertising are checkmated or neutralized.

Permitted to work out to its logical limit, this sort of policy would produce two major results:

It would put the full-line jobber out of business were it not for the presence of firms, such as Fuller-Morrisson, which are strong enough to rise above adverse circumstances and use the cut price in a way that its evils are minimized. If the drug jobber should have to quit, the small retailer, at least in his present form, would be obliged to follow.

The second effect would be that the small retailer, educated by these cut-price jobbers into using cut prices in his business, would in time kill himself with this dangerous weapon.

The effect on the retailer is the big thing to be considered.

Those who are deluding themselves with the idea that cut prices in the drug field are to be found only in the chain stores, would discover something singularly illuminating were they to go into almost any small town that has retail establishments above the general store type. The two or three drug stores in the town, observing altogether natural im-pulses, buy their popular and easiest selling items from a cut-price jobber. The inference is, of course, that they will retain this buying advantage in the way of that much more net profit. But it soon transpires that somebody in the lot, feeling the need or urge for new business, cuts the retail selling prices on these advertised commodities to a figure corresponding to his buying cost. His competitors are obliged to follow. The net result generally is that all the druggists in town will reduce their prices on every item where the invoice costs justify it and perhaps some other places where they do not.

HOW CHAINS WORK

The difference between this kind of price cutting and that done by chains is that the chains do it scientifically. They work to get few outstanding advertised items at an especially low cost and cut the prices to the limit for advertising purposes, to get people into the store. The bulk of their goods are priced not so far from the full figure contemplated by the manufacturer. And on their private brands they, of course, get what in many instances amounts to a fancy profit.

It is needless to say that there is a sharp distinction between this

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CIRCULATION DETRUMES

OCTOBER 1, 1926.

The average number of copies of each issue of this publication sold or distributed through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is

| Sunday | | | | | 308,522 |
|----------|---|---------------------|---|--|---------|
| Weekdays | (| Except Saturdays |) | | 289,244 |
| Saturday | | | | | 210,091 |

In comparison with the corresponding six months' period ended September 30, 1925, the average net circulation of The Detroit Times shows an

Increase of 49,277 Sundays

Increase of 60,608 Weekdays (Except Saturdays)

Increase of 40,849 Saturdays

The net paid averages for SEPTEMBER ONLY

Saturday 214,718

CLARENCE R. LINDNER, General Manager.

Sworn to and subscribed before me this second day of October, 1926.

G. O. MARKUSON, Netary Public.

(My commission expires March 9, 1930.)

News and Big News

Where the difference comes in between NEWS that grips the millions and news that appeals only to the thousands

WHEN Rudolph Valentino and President Emeritus Eliot of Harvard died on the same day, the news was given to the world in widely different ways.

Valentino took across the page headlines and black type. Eliot was given scarcely half a column.

Photographs of Valentino, in every conceivable pose, covered the pages of virtually every newspaper in America. Few showed a photograph of Eliot, one of the truly great men of his time.

Scores of newspapers felt called on to explain, editorially, why the news was handled in that way.

Valentino was news to the millions; Eliot to the thousands.

Valentino appealed to the sentiment of people; Eliot to the intellect. One touched the heart strings of the millions, the other the intelligence—and sentiment sways the millions.

To those who advertise to the millions, that brings out a factor of major meaning.

Superficial appeals that touch the emotions of people are often immeasurably more effective than deeper appeals to the intelligence.

Thus, what may be the real news of a product may be far less productive of buying action than superficial news that plays on the emotions.

Finding which news appeals to the millions and which appeals only to the thousands is, in advertising, the same instinct that guides editors of great metropolitan newspapers to give the public what the public, in groups of millions, wants to read.

It marks the difference between newspapers of failing circulation and the great leaders.

It marks the difference between advertising that merely "pays" and advertising that galvanizes public action, that conquers great markets and holds them by planting desire in the hearts of millions—and functions at amazingly less advertising cost.

"Finding Your Big Story" is one of Advertising's great problems - a problem that common-sense advertising practice insists today upon being solved before heavy expenditures are involved.



LORD & THOMAS AND LOGAN ADVERTISING

400 N. Michigan Avenue

CHICAGO NEW YORK 247 Park Avenue

LONDON Victoria Embankment

LOS ANGELES 1151 South Broadway

WASHINGTON 400 Hibbs Building SAN FRANCISCO 225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units so the client's interest.

type of price cutting and the promiscuous kind indulged in by the small dealer who would not think of doing such a thing if he did not get the cut prices from his jobber. He hands out his his jobber. He hands out his profits to his customers in an effort to buy business. The chain-store operator skilfully offers lower prices here and there as a

means of making more profit.

The tragedy of the thing comes in the fact that many druggists are thus sacrificing their profits even when they are not menaced by chain-store units that are capable of offering lower prices because of increased buying because of increased buying power. They simply fight among themselves, getting nowhere. They do not know how to use cut prices as a direct step toward building larger profits, as do the chains. Neither, as is the case with the chains, are they able to cut their prices as the result of a discount possible through buying power. The discounts are simply handed them because some jobber sees an opportunity to gain an advantage over his rivals.

The trouble is, this is an unnatural way of selling for less. It is forced and artificial. If adver-tising could be allowed to work out its natural course all the way through, the lower prices might become economically justified and the retailers would be spared the deadly effects of giving away their profits in the form of price reduc-

tions. Some manufacturers tell PRINT-ERS' INK that the small dealers do not want price maintenance or protection and the chances are the

manufacturers are right. If the retailer is going to be sold advertised goods at a discount under the regular price he should be plainly shown the foolishness and peril of using this discount to engage in a pricecutting war with his competitors. Here is one place where he will

No jobber or dealer who knows his business expects any more to make a stated net profit on every He knows some item he sells. things have to be sold at cost or even less than cost. On others he

gets a nominal profit and on still others a fancy profit. Through a careful balancing process he gets the proper average net.

But while this is true, the manufacturer who caters to the cutprice jobber should not take advantage of it. There is plenty of this sort of thing to contend with even under the most favorable circumstances. It should not be artificially promoted.

Advertisers and friends of advertising, not taking the trouble to think the proposition through, are disposed to applaud the cut-price distributor. They point to his recognition of advertising as shown by his specializing in that kind of goods; to his adherence to the turnover principle; to his supposed triumph with lower prices made possible through vol-They are deluding them-He is abusing advertising selves. rather than using it.

John R. Thompson Company

Sales Greater

The John R. Thompson Company, Chicago, chain restaurant operator, reports sales of \$10,633,448 for the first nine months of 1926, against \$9,549,944 in the same months last year. The tyrofit, after charges, for the year to September 30 was \$1,096,114. This compares with \$878,832 net profit in the corresponding period of 1925.

L. L. Coon Heads Window Display Business

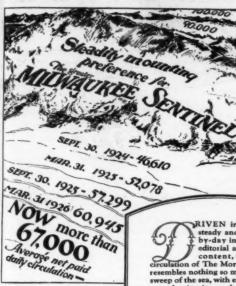
Lloyd L. Coon, for the last two years th The Foreman Banks, Chicago, has organized a window display advertising business in that city. The firm is known as The Coon Window Display Company and will specialize in window display material for banks and financial institutions.

Joins McKennee & Taylor

J. MacIntyre, formerly advertising manager of the Newark, N. J., Ledger, has joined McKennee & Taylor, Inc., New York advertising agency, as an account executive. He had also been advertising manager of Clifford B. Harmon & Company, New York.

Bed Account for Milwaukee

Agency The Holmes Disappearing Bed Company, Woodstock, Ill., has appointed The Koch Company, Milwaukee advertising agency, to direct its advertising account. Newspapers will be used.



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It is good business to buy advertising space on a rising circulation!

RIVEN irresistibly by a steady and marked dayby-day improvement in editorial and advertising content, the mounting circulation of The Morning Sentinel resembles nothing so much as a giant sweep of the sea, with each succeeding wave leaving its mark higher on the shore-line of public preference.

That the circulation of this newspaper has nearly doubled over a two-year period is in itself a remarkable record, but noteworthy also is the fact that this gain has been due not to forced methodsof any kind, but wholly to the natural trend of the newspaper reading public to a Better Morning Sentinel.

The Only Morning Newspaper in Milwaukee-the Only Metropolitan Morning Newspaper in the state of Wisconsin-this newspaper is the one medium reaching a great family of 70,000 readers every morning-the buying guide of 300,000 people. It is pertinent to add here that the circulation of The Morning Sentinel represents a greater per capita purse than that of any other Wisconsin newspaper.

The greater MILWAUKEE S A Really Good Newspaper

NATIONAL ADVERTISING DEPARTMENT

HEW YORK

CRICAGO

BOSTON

PASE FRANCISCO

One Family that Spends \$5



here isn't a thing that they don't buy

Make them your customers

NATIONAL

NEW YORK 1834 Broadway

ADVER

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No.

CHICAGO
326 W. Madison Ave.

500,000 Annually for Food

MAGINE a family so large that it takes \$500,000,000 a year to buy its food. What amountain of canned goods, tage goods, and bulk foods ... entials and delicacies...that five adred million dollars represents.

dthis food must be prepared... ich entails the use of a multitude utensils. It must be served... ich brings into play carloads of en, cutlery, silver, and china.

advertiser can afford to ignore s Great Family . . . whether he sfood or furniture, atomizers or omobiles, clothing or cosmetics.

ey are a city within a city . . . Great Herald and Examiner nily. Nearly a million and half them daily. More than five lion every Sunday.

eannual budget of this Great nily exceeds four billion dollars. ey are a preferential group. ey prefer the Chicago Herald and Examiner as their morning and Sunday newspaper and prove that preference by paying \$1,500,000 a year more for it than they would have to pay for the other morning and Sunday newspaper.

That is true acceptance of your message . . . concrete acceptance spelled in dollars! . . . not in intangible, indefinable beliefs.

They represent a desirable Family of open-pursed, free-thinking folk . . . youthful, virile people whose interests and buying instincts are modern.

It is the size of this Great Family, the kind of people of which it consists, and the slight cost of reaching them, that make the Herald and Examiner one of the outstanding advertising buys of America.

A Herald and Examiner representative who knows this Great Family, and the best way of winning its confidence, will call at your request.

CHICAGO ERALD and EXAMINER

The Largest Morning Newspaper Circulation in America at Its Price!

RING DEPARTMENT

BOSTON Na. 5 Winthrop Sq. SAN FRANCISCO Monadnock Building

".. Sell it in the All-Day Home Newspaper.."

"We want buying volume" the Food Manufacturer's Advertising Counselor reminded him, "because to sell volume, we must reach volume. And that's just what the Sunday New York American gives us—volume plus buying power.



You can sell more food by reaching the largest number who buy food. In Metropolitan New York alone the Sunday New York American sells 748,410 copies—40 per cent of the entire sale of all standard Sunday New York newspapers.

In the fifty-mile suburban territory alone, Sunday New York American sells 267,481 copies—51 per cent of all four standard Sunday newspapers—and in Westchester, Suffolk and Nassau, the three wealthiest counties in America, it sells as many copies as the next two standard Sunday newspapers added together.

New York American

"The Backbone of New York Advertising"

Sunday A. B. C. 1,083,805

NATIONAL ADVERTISING DEPARTMENT

NEW YORK CHICAGO BOSTON
1834 Broadway 380 Wildeston Inc. 765 Windows Inc.

Unnecessary Reports to Government Cause \$40,000,000 Loss to Industry

The National Association of Manufacturers Is Sponsoring a Campaign to Simplify and Standardize Federal and Local Reports

Washington Bureau of Painters' INK
A CONSERVATIVE estimate of from \$40,000,000 to \$50,000,000 is the measurement of the annual loss to various industries resulting from the demands of Federal and State government organizations for unnecessary reports. A recent inquiry by the National Association of Manufacturers of the United States indicates that there is no other field of governmental activity in which simplification, reorganization and elimination would be more beneficial.

During the last several weeks, several hundred manufacturers have replied to the National Association's questionnaire on the subject. Many of these letters are from the largest manufacturers of their kind in the country, and almost without exception they complain of the heavy cost of complying with the demands of governmental agencies for statistical and other information.

In one case, a large manufacturer wrote that about 10 per cent of the time of all of the executives of the company was devoted to compiling or checking these re-This concern also furnishes a list of reports demanded which is typical of many others, and which shows a vast amount of duplication. Furthermore, a number of the lists demonstrates that there is considerable discrimination, since certain classes of corporations are requested to furnish a great deal more information than others. In fact, among the great variety of reports requested or required by organizations of the Federal Government, only two, the annual tax return and the report for the bi-annual census of manufacturers, appear to be common to all.

Another large manufacturing concern reported to the associa-

tion requests made from four to ten times a year for detailed statements embracing items of amount of coal on hand, consumption and other information. The Bureau of the Census also secures a lengthy report from this company every two years. The Department of Agriculture requests statistics on refrigeration space for cold storage, and also requires annual reports on the subject, as well as detailed monthly statements.

From another large manufacturing concern the Bureau of Labor Statistics secures both annual and special reports on a long list of subjects. The requests of this Bureau are mentioned in a large number of the replies. In the case of a foundry, the Bureau requires detailed monthly reports, besides an annual report of employment and accidents, the total number of hours worked by all men in the steel foundry, all accidents in the steel foundry only, and monthly reports concerning the amount of pay of each worker, amount of the weekly pay-roll, the number of persons employed, increase or decrease in employment, percentage of normal force employed, change of rates, wages and hours in machine shop employment by occupations and operations, as well as wages paid adult common labor when first employed, the number receiving the rate, and so on.

A lumber manufacturing company is called upon to make a lengthy report every year to the Interstate Commerce Commission, presumably on a small private railroad. It also is required to make an annual application for an alcohol permit and, although it uses very little of the product, it must make additional and frequent reports on the quantity used. The same concern reports semi-annually to the War Department concerning receipts and shipments by vessels, trips and drafts of vessels, their

classification, and many other items.

By no means the longest list is one from a steel company which includes a statement of fifteen reports required. These are annual reports on pig iron production, stocks on hand, clay, coke, copper, coal, natural gas and other products. Besides these, weekly reports are compiled on the production of coal as well as the number of men employed. Harbor statistics must also be compiled, and frequent reports made concerning cargoes, received and shipped, value of cargoes, tonnage and the like

Further statements regarding the letters would be largely a duplication of the foregoing. It is sufficient to conclude from the several hundred letters examined that the Federal Government, because of its demands for statistical and other information, is placing a rather heavy and needless burden on the overhead costs of practically all in the manufacturing concerns country. Then, in addition, numerous government organizations send out from time to time lengthy questionnaires which manufactur-ers feel obliged to fill out at considerable expense in many stances.

But the Federal burden is not all, by any means. Several of the States are just as active in requiring information, and nearly all of the manufacturers who wrote the association complain of the expense entailed by needless and duplicated tax reports. One large company wrote that it does business in practically all parts of the country, that it pays taxes in forty States and property taxes in ten. This company does business in 125 separate localities, but is required to pay 250 separate tax bills. It makes 290 tax and information reports each year, consisting of thirty-five State and 255 local reports.

Another large manufacturing concern, after listing a number of reports required by the Federal Government, writes that it makes two annual tax and one statistical report to the New York State

government, besides numerous other reports to various State and local governments. Pennsylvania quires this company to report its capital stock, loans and bonuses annually, as well as to make registry for authority to do business. In Massachusetts, this con-cern must file an annual certificate of condition, a list showing compensation, wages and salaries in excess of \$2,000, if paid to residents of Massachusetts, names and ad-dresses of all stockholders in the State, number of shares held by each stockholder, names and addresses of all residents to whom the company has paid interest, as well as those to whom annuities have been paid. Besides this the company is required to make a return consisting of a large number of items to the Department of Corporations and Taxation. Wisconsin requires an annual corporation report, and the names and addresses of residents of the State to whom the company has paid more than \$700 in wages or commissions. Other States require similar information, usually with sufficient changes to necessitate a different compilation.

The letter just reviewed is by no means the most voluminous on the subject of State and local reports. Besides the subjects mentioned, many of the letters show that organizations of State governments are requesting or demanding a great volume of statistical information, and that manufacturers are required to furnish statistical State reports of various and sundry kinds.

The work of securing this information for the National Association of Manufacturers of the United States is in the hands of Nathan B. Williams, and the other day Mr. Williams granted a special interview to a representative of the Washington Bureau of Printers' Ink for the purpose of outlining a prospective campaign for the elimination and simplification of all government reports. He first discussed the needless cost involved, and said:

"Basing our estimates on the net income of corporations, gov-

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Record Circulations Record Gains

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147.373 120,149 Sunday

The Louisville Times were the only Louisville newspapers making an uncamouflaged statement of their daily and Sunday circulations to the government for the period ending September 30, 1926. They have no reason or desire to confuse the circulation facts in Louisville. Get the A. B. C. reports!

The Courier-Journal and

Record Gains for a six months' period-Record Circulations for Kentucky Newspapers.

The Conrier-Lournal THE LOUISVILLE TIMES

over 147,000 daily

Cover the Louisville Market

over 120,000 Sunday

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

ernment statistics of income and salaries paid, according to the latest available figures, we have arrived at the conclusion that upwards of \$40,000,000 is a very conservative estimate of the cost of the time required on the part of corporation executives to furnish the Federal and State Governments with the information requested. But this is not all of the cost. If we consider the value that the time would create if devoted to productive measures and consider the expense entailed by the dislocation of office procedure, think the entire cost is two or three times the amount mentioned.

"These estimated results prove, I think, that the subject is eminently worthy of consideration. Our inquiry shows beyond every doubt that the almost endless number of reports is detrimental to good business, costly to our manufacturers, and, in large part, needless. Of course, the income tax and census reports are valuable and necessary; they are also doubtedly justified by law. also But whether many other of the reports are required by law is open to question, and we shall endeavor promptly to ascertain the legal status of the innumerable demands on the part of Federal and State Government organizations.

"There is no doubt that all but a very few of the requests for information are complied with by manufacturers because they believe that the requests are legally justified. There is also justification for the supposition that a great many of the requests and demands are made in the belief that the prestige of the government will cause the requests to be honored.

"With the legal status of all such requests clearly defined and disseminated, the manufacturers themselves will be able to eliminate a large part of the unnecessary expense and activity now required. In the near future we shall do our best to supply information of the kind."

Further discussion indicated that, in numerous instances, statistical information of one kind or another has been considered necessary

by some government organization, and that the collection of the information continued as a matter of course regardless of the fact that the necessity no longer exists. In other words, the indications are that the work of gathering statistical information from government organizations is being carried on merely to provide jobs for a large number of individuals, and with no return of any value either to the governments or to industry.

In regard to this phase of the subject, Mr. Williams said that his association would endeavor to ascertain the value of all work of the kind being carried on. Then it will be a simple matter, in cooperating with the Federal Government's campaign of economy, to have the useless work discontinued.

"Of course there is a place," Williams added, "for real statisticians in proper positions with the Government. When a good man is found to be doing useless work, it will be our object to have him transferred to a place in which his activities will be of value. Our survey not only is intended to ascertain the value and necessity of all statistical information demanded, but also to determine how the vast job of gathering the information may be simplified. And we hope to bring our observations and conclusions to the attention of the Bureau of the Budget for appropriate action.

"We must not lose sight of the fact that certain reports result in great value to industry. But the condition plainly calls for drastic simplification and the elimination of a multitude of unnecessary reports. The great need is for centralization of the work, both on the part of the Federal and State Governments. This is admittedly necessary for the purpose of improving contacts, providing supervision in one place, determining the necessity of statistical information, and for the elimination of sporadic and unnecessary efforts in a multitude of places.

"Another phase of the subject is concerned with the simple matter of justice. There is no logical

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To You for Whom The Best Is Not Too Good

The Dallas Morning News and its companion publication, The Dallas Journal, are not cheap newspapers. There is nothing cheap about them.

Their advertising rates are fair. No other paper offers equal value at a lower cost.

That's about all we can say about rates. Heaven knows it ought to be enough.

Circulation of The News and The Journal is the sort that accrues to newspapers of high character, whether they are sold in Dallas or New York or South Australia.

People in an advanced state of civilization and spending-power are not the only kind that read The News and The Journal, but there are not very many of the others.

Consider the best paper in your own city. Picture to

yourself its reader-family; alert, modern, progressive people. News and Journal readers are like that.

And they're not the same people, morning and evening. You can't buy these two papers in combination—to read. You can't even give a News subscription to a Journal solicitor. From press to porch they have nothing in common, and mighty little from pen to press—except ideals, and principles, and a sturdy allegiance to fair play.

That is why advertisers who utilize the optional combination rate for The News and The Journal not only save a substantial difference but actually receive the most widespread coverage that can be bought.

THE DALLAS MORNING NEWS THE DALLAS JOURNAL

An optional combination



- Q. What Boston Sunday newspaper shows the greatest gain in circulation during the last 12 months as indicated by Government statements as of October 1,1926?
- A. The Sunday Advertiser gained 17,663. The second largest paper lost 2,832. The Sunday Advertiser now leads its nearest competitor by more than 150,000 circulation.

| Sunday Advertiser | 490,588 - Gain | 17,663 |
|-------------------|----------------|--------|
| Sunday Post | 339,486—Loss | 2,832 |
| Sunday Globe | 322,395 — Gain | 400 |
| Sunday Herald | 122,750 - Gain | 1,868 |

- Q. What is the status of the Boston daily papers, in combination or manner usually sold?
- A. The American-Advertiser combination not only had by far the greatest gain in circulation but offers the largest daily circulation in New England obtainable at a single rate!

| American-Advertiser | 415,584 — Gain | 61,127 |
|------------------------------|----------------|--------|
| Morning Post | 393,002 — Gain | 14,405 |
| Morning and Evening Globe | 273,240—Loss | 5,532 |
| Herald-Traveler | 250.998 - Gain | 14:941 |

- Q. What Boston Evening paper stands at the top of the list?
- A. The Evening American—not only in circulation gain but in total circulation as well—leading its nearest competitor by more than 100,000 circulation.

| American | 262,298 — Gain | 38,488 |
|------------------|----------------|--------|
| *Globe (Evening) | | |
| Traveler | 139,946 — Gain | 10,447 |

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- Q. What Boston morning paper shows the greatest gain in circulation?
- A. The Daily Advertiser, Boston's only tabloid pictorial newspaper—8,234 more than the Boston Post. The Daily Advertiser is now the second largest Boston morning paper although only five years old!

Morning Post
Daily Advertiser

*Globe (Morning)
Daily Herald

393,002 — Gain 14,405 153.286 — Gain 22,639

111,052 — Gain 4,494

^eThe Boston Globe does not separate its morning and evening circulation in Government Statements, so comparison is impossible here.

- Q. What does this gain in circulation mean?
 - A. It can mean but one thing—that the Boston American and Boston Advertiser have secured and are holding the greatest degree of favorable public opinion—confidence buying power—in Boston and New England.

BOSTON AMERICAN -BOSTON ADVERTISER

Rodney E. Boone 9 East 40th Street New York City

H. A. Koehler Hearst Bldg Chicago

S. B. Chittenden
5 Winthrop Sq.
Boston

Louis C. Boone Book Tower Bldg Detroit

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reason why a government should require a corporation in a certain line to go to the expense of thousands of dollars to furnish numerous reports, while another corporation doing the same volume of business in a different line or industry is let off almost entirely. If the statistical information required is necessary and valuable, the expense entailed should be shared equitably. However, I believe that when the unnecessary reports are eliminated the expense will be reduced to a negligible amount in the case of individual corporations.

"In the matter of State reports, there is no reason why a certain amount of uniformity cannot be brought about. Certainly, a tax, corporation, or other statement required by one State should be adequate for all others, and uniformity would save a great deal of money for our manufacturing interests."

National Tea Sales Gain

The September sales of the National Tea Company amounted to \$4,300,394, against \$3,858,136 for the corresponding month last year, an increase of 11.4 per cent. Sales for the nine months ended September 30, 1926, were \$38,941,821. This compares with \$33,891,600 for the similar period in 1925, a gain of 14.9 per cent.

W. E. Jewett with Boyce Company

Ward E. Jewett, who has been associated with Sackheim & Scherman, Inc., New York, has joined the W. D. Boyce Company as assistant to A. H. Stilwill in the New York office. He formerly was Eastern manager of Robert E. Ward, Inc., publishers' representative.

Wire Rope Account for Maurice H. Needham

The Mac Whyte Company, Kenosha, Wis., manufacturer of wire rope, has appointed the Maurice H. Needham Company, Chicago advertising agency, to direct its advertising account. Trade publications will be used principally.

M. C. Gaveka Joins Albert Frank & Company

M. C. Gaveka, formerly with the Rock Island & Pacific Railway Com-pany, has joined the staff of the Chi-cago office of Albert Frank & Company, advertising agency.

Advertising Interests to Aid Red Cross Drive

On November 11, the American Red Cross will begin its annual roll call for funds to maintain its relief work and the health program. Committees

funds to maintain its relief work and public health program. Committees have been formed in New York among the advertising, printing and publishing businesses of the city, to work for the success of the drive.

F. M. Lawrence, of the George Batten Company, has been made chairman of the advertising agency group. John Martin, of the New York Evening Post, is head of the newspaper group. Frank Braucher, of the Crowell Publishing Company, heads a magazine publisher group, and John Macrea, Sr., of E. P. Dutton & Company, the book publishing group.

Dutton & Company, in group will have ing group.

The business papers group will have R. Bigelow Lockwood, of the McGraw-Hill Publishing Company, as chairman. Other groups and their chairmen are: Other groups and their chairmen are: Printing and allied trades, Joseph Fleming, Fleming & Reavely; photo-engravera, Harry Beck, Beck Engraving Company; linotype, George T. Lord, New York Monotype Composition Company; book and pamphlet binders, Raymond Bayliss, Eugene C. Lewis Company; lithographers, W. P. Ten Eyck, Snyder & Black; printing ink and supplies, John Carroll, Sinclair & Carroll Company; printing machinery, Daniel Casey, Miller Saw Trimmer Company, and stero-typers and electrotypers, Alfred R. Flower Steel Electrotype Comtypers and electrotypers, Alfred R. Flower, Flower Steel Electrotype Company.

To Represent the "Canadian Home Journal"

J. C. Surgey, formerly with the Consolidated Press, Ltd., Toronto, Ont., as Montreal representative, has been appointed Western Ontario representative of the Canadian Home Journal, Toronto.

Industrial Equipment Account for G. M. Basford Agency

Gillis & Geoghegan, Inc., New York, manufacturer of G & G hoists, ash removal equipment, and Atlas pneumatic tube systems, has placed its advertising account with the G. M. Basford Company, New York advertising agency.

Bank Appoints Doremus & Company

The Interstate Trust Company, New York, has appointed Doremus & Com-pany, New York advertising agency, to direct its advertising account.

H. B. Pickering Leaves James F. Newcomb

Harold B. Pickering, who has been with James F. Newcomb & Company, New York, for the last two years, has resigned.

A Successful Method of Compensating Industrial Salesmen

The Plan Is Fair to Both Salesman and House and It Does Not Entail a Vast Amount of Detail Work

By G. A. Binz

Manager of Sales and Advertising, American Schaeffer & Budenberg Corporation

H OW should the industrial compensated? While I cannot speak for every industry, twenty years of experience in the equipment field have taught me that one method has a preponderance of advantages which makes it the most desirable in a majority of cases.

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Industrial equipment is usually sold direct to the consumer or ultimate user. At least this is the most important avenue of sales, even where the product has attained a position of established demand, so that a portion can be marketed through jobber channels. Especially the larger industrial establishments have become accustomed to make their equipment purchases direct from the manufacturer and many will not deal through jobbers.

I have found so-called specialty salesmen or "one-call" men worse than useless for this work. In fact, I am no advocate of highpressure selling and I hold that in the equipment field, the salesman's chief task is not to close sales or clinch orders, but to spread the bread upon the waters.'

The most successful type in this field are young men of good breedfair education, some practical technical knowledge and a determination to make good. prefer them quiet to loud-mouthed, rather modest than too aggressive, systematic and methodical, rather than too high-powered but planless. I find that this type sticks better and is not easily discouraged by the necessarily slow results at the start. Men in this class make permanent friends and are most likely to build a steadily increasing business of a satisfactory character.

Such men usually prefer steady

employment amid congenial surroundings to any long-chance opportunity for very large immediate earnings without an assured future. It is a very general practice to pay them a straight salary and expenses.

I could find no fault with this method were it possible to pay each man exactly what he is worth to the concern, and were it likely further, that that amount coincided exactly with the man's own estimate of his earning power. In practice, this method resolves itself into paying as much, or as little, as will hold the man, in the opinion of his employer,

KEEPING AMBITION ALIVE

Inevitably, there is established an average or usual salary to be paid to all the men, regardless of ability or productiveness. Worse still, the necessity of occasional increases "to keep them happy," results in disproportionate earnings by older men who frequently have gone stale and are falling behind their younger and more ambitious colleagues. In branch of the selling game, it is of vital importance to keep ambi-tion alive in the men. It benefits them but little to "build up a fol-lowing" or to "make valuable connections." If they are to maintain the level of their sales, they must dig unceasingly for new customers, new outlets for the product-they must make a certain number of cold calls every day. A definite incentive is needed to help them keep up the pace.

Another disadvantage of the salary-and-expenses method is the fact that, under this arrangement, the salesman's and the employer's viewpoints as to what constitutes a satisfactory expense allowance, are not likely to coincide. All

Advertising?

"NEWS" is the better word

News of batteries, of floors, of shaving cream—compelling news that will be read with interest—and acted upon

ADVERTISEMENTS
prepared by George
Batten Company, Inc., on
more than fifty nationally
known products appear in
the October magazines.

Advertisements?"News" would be a happier word!

There are, for instance, nine of our clients represented in the October 23d issue of the Saturday Evening Post. Each advertisement carries live, newsy information that comes close to the hearts and purses of over two and a half

million men and women.

These advertisements are written so that the reader is not conscious of reading advertising, but only that he is learning of articles that make his personal life more comfortable, his business life more profitable.

Men will read of a shaving cream that vanquishes the stiffest beard.

The merchant will find a simply-told story on holding his trade with direct advertising; another on

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dressing up his establishment with a new linoleum floor.

Further, Post readers may learn how to preserve property, with paint; how to speed office efficiency, with printed forms; how to prevent alibis, with record books; how—

But we suggest that you turn to the October 23d issue of the Saturday Evening Post and read:

"This new-type lather softens your beard at the base"
Colgate's Rapid-Shave Cream Page 126

"You can't buy a pair of shoes without looking at the floor"
Armstrong's Linoleum Page 124

"From your light socket—'A' power for your radio"

Exide Batteries Page 99

"Let it rain—lead paint sheds water like a duck's back"

Dutch Boy White-Lead Page 144

"The smartest tie that ever made feminine eyes look twice"

Spur Tie Page 166

"The man who USED to be your customer"
Warren's Standard Printing Papers Page 197

"This improved valve cap is guaranteed air-tight up to 250 lbs."

Schrader Tire Valves Page 47

"What chance has an alibi against this book?"
National Loose Leaf & Bound Books Page 134

"Extra hands—when you need them"
Hammermill Bond Paper Page 94

George Batten Company, Inc.

Advertising



good salesmen are temperamental and even the bad ones are extremely touchy when their wisdom in spending the company's money is questioned by the house.

The sales manager has a no more distasteful task than that of calling for explanations of dubious items on the "swindle sheet," or of trying to check the obvious extravagance of an otherwise highly satisfactory member of his force. The trouble is that very few men, paid in this way, have the owner's point of view. A "liberal expense account," (a most unfortunate misnomer), to them means authority to show a lofty disregard for expense, when it should mean the wise investment of the money where it will do the most good and in proportion to the value of the business to be secured.

A further natural development of this method is that a man's expenses will show an increase as his length of service with the house grows. In some perverse way, he feels that his loyalty to the concern entitles him to little comforts or extravagances to which more recent recruits may lay no claim.

Straight Commission

This method has the advantage that it fixes the cost of sale definitely beforehand. It is payment for results and, if the commission be in the correct proportion to the total margin of gross profit, it guarantees the employer against loss. Since the employer pays only for business actually secured, the only limit to the number of salesmen he can employ is-how many he can keep. Of course, that is only another way of saying that all the risk is thrown upon the salesman. He is asked to gamble with his bread and butter.

Naturally, he will try to make as certain as is humanly possible that an adequate income will accrue to him, and that brings us to the great difficulty of determining the right rate of commission. In staple lines, sold through regular wholesale channels, where the salesman has a round of established trade, it may be easy enough to decide this question.

In the equipment field, however, a man's results depend very much on his own efforts. He is expected, also, to do a considerable amount of work, not immediately productive, such as service and long-pull development. As already stated, his missionary work is not something temporary; it is an important part of his work, year in and year out.

Industrial equipment sales are among the first to feel a decline in general business prosperity and even in good times sales are bound to fluctuate more or less violently. Unless a man is a born financiervery few salesmen have the saving habit well developed—he is bound to pile up deficits during periods of depression. Nothing is more detrimental to his work than financial worry. It makes it impossible for him to do his best.

There is still another side to is expected to do the missionary work, and since he is required to follow all leads developed by advertising, he should be given credit for all the orders received from

his territory.

FEW ORDERS HANDED TO SALESMEN

No other method can ever be entirely fair. On the one hand, few orders are actually handed to the salesman or issued in his presence and, on the other hand, it can never be proved that he was not instrumental in securing the business. It will be evident that it is very difficult, indeed, to fix a rate of commission, under such circumstances, that will be adequate pay for a good man when times are bad, and that will, at the same time, not make his earnings entirely disproportionate when his sales are swelled by large orders secured through advertising, or as the result of new developments sponsored by his house.

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More than one sales force has been disrupted by a sudden business boom. In many cases, discharge was the only remedy available to correct a situation created by false prosperity. But even in normal times, the turnover among commission men must be

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high—a very serious disadvantage in a field where so much preliminary training is required.

There is no doubt that salesmen on commission will watch their expenses very carefully, and there will be few complaints of personal The danger extravagance. padding also is completely absent. However, there is likely to be a lack of control over the ways of spending the money, which may cause a good deal of trouble. Your commission man is after immediate results. He always sees that big order just ahead. He will upset all your planning for a systematic covering of the ground and follow any new scent. He will argue with you that it does not pay him to make that little town just off the beaten path and he will rarely be willing to go out of his way to adjust a complaint or perform service work unless he can see another order right behind the door. You can hardly expect him to make special trips at his expense, so that in practice he is very much his own boss. development of his territory is left largely to his own devices. At best he is hitting the high spots and missing much of the most desirable business obtainable in the less traveled places where competition is not so keen.

Salary, Expenses and Bonus This is the method of compensation which I have found best answers the requirements of industrial selling. I recommend it without hesitation in all cases where territories are large and where new customers must constantly be found to replace those who will not be in the market again for some time. This method provides the security of income demanded by the steady, conservative man who is best qualified to build for future results.

The salary should not be a drawing account, but a guaranteed minimum income regardless of sales. It need not be more than enough to provide the necessaries of life, to enable a man to support himself and family in moderate comfort. The very fact that the amount is modest carries an as-

surance of permanency and removes the danger of cuts or a lay-off at the appearance of the first cloud on the business horizon. Should a serious slump come, you will be able to keep your force together longer, because you will then be paying only this minimum salary and expenses. The latter will be entirely in your control and can be curtailed at will.

The important component of the plan is the bonus. It should never be larger than the salary but is intended to augment it sufficiently to compel the salesman to exert himself to the full extent of his ability. It should provide for a proportionate increase in a man's income as his sales increase, so that he will fec! that he benefits when his work is successful.

The principal function of the bonus is to build and hold together a contented force of the right type, and, at the same time, prevent the men from getting into a rut.

The exact method of determining the bonus will vary with the conditions. The essential principle is to set a quota or sales minimum which must be reached before a bonus is paid. How to fix the quota is a large subject, frequently discussed in these columns. Many methods are in vogue, all more or less complicated. In the final analysis, none of them amounts to very much more than guessing—more or less intelligently.

There is a way, however, by which the pitfalls of fixing quotas too high or too low can be guarded You can arrange a slidagainst. ing scale of bonus percentages, decreasing very gradually as sales This enables you to make the plan cover a period of years so that your men will have their goal always ahead of them. They will know that they, themselves, set the limit of their earnings, so that, when they have once accepted the plan, they will not become dissatisfied periodically. You will not be called upon at brief intervals to decide whether this or that man's pay should be raised again, to keep him in line.

Such a sliding scale also gives you the opportunity to make the

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CARS THAT SELL BEST INTHE HARDEST MARKET



New York is the hardest market for the sale of motor cars.

But it's the biggest.

And leadership—in every price class—is of outstanding importance.

It is, of course, the best cars in every price class which seek most zealously to keep supremacy in the New York market.

What wonder, then, their hearty reception of so powerful a new instrument for sales as The New Yorker?

Automobile manufacturers advertising

in the New Yorker in its second year of publication already include:

| CADILLAC | PIERCE-ARROW | | |
|-----------|-----------------|--|--|
| CHANDLER | RENAULT | | |
| FRANKLIN | ROLLS ROYCE | | |
| HUPMOBILE | STUDEBAKER | | |
| LINCOLN | STUTZ | | |
| MARMON | Willia Cm Crass | | |

MARMON WILLS ST. CLAIRE PACKARD WILLYS-KNIGHT

-on schedules averaging more than 13 pages.

Ask the most enterprising dealers on the Row—they'll all tell you how much store they put upon this added magazine support concentrated in this highly competitive but supremely rich market.

There is, of course, significance in this for thoughtful manufacturers of products of every kind that may aspire to adoption by exacting people.

The

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NEW YORKER

25 West 45th Street, New York

development of new territory attractive to good men who would not be willing to wait two or three years for adequate returns on a commission basis. You simply set the bonus percentage at a figure high for a comparatively small total of sales, and decrease it in successive steps so that your cost of sale will come down to normal when a normal amount of business is coming from the new territory.

So that it will not be necessary to worry about expense accounts, it is well to make the bonus dependent, not only upon the volume of sales, but also upon the cost of these sales in salary and expenses. To do this, take the quota-percentage decided upon for a given sales volume, deduct the salary and expenses from that figure and pay the difference as the salesman's bonus.

To illustrate: Assume sales at \$5,000 per month and let us say that we want to give to the salesman what he can save on a 10 per cent basis. Say his guaranteed salary is \$250 per month and his expenses average \$150 in the same period. Ten per cent of \$5,000 is \$500 which, after deducting salary and expenses, would leave \$100 as the bonus to be paid. This would be about right, provided it took considerable effort to reach this sales volume, but would be more costly than necessary as sales increase. Neither the salesman's effort nor his expenses increases in the same ratio as the sales. In fact, the expenses are likely to be more when the man first goes on the territory than later on, when he knows the ground thoroughly.

Moreover, since he receives credit for all business done in the territory, his work becomes easier as the cumulative results of advertising, house sales, repeat orders, new additions to the line and so forth, build up the sales volume. While it is entirely desirable that his income should grow with his sales, the increase need not be in a straight line. It is entirely proper that the curve should gradually flatten as it climbs upward.

To go back to our example.

The sum of \$5,000 might be the maximum for which 10 per cent is paid, then 9½ per cent up to \$6,000, 9 per cent to \$7,000, 8½ per cent to \$8,000 and so on. These figures are merely illustrative.

So that there may be no stage in the scale where the transition from one factor to the next would cause a decline in bonus, arrange to pay a small flat commission for sales in excess of the nearest maximum exceeded, until a larger bonus would result from basing it on the next lower factor.

While monthly figures have been used here, quarterly settlements for bonus are preferable, because fluctuations from month to month will then iron themselves out to some extent. Deficits should not be carried forward, but written of quarterly to give the men new courage.

Outstanding advantages of this plan are: (1) A known cost of sale which gradually decreases at the same time as the salesman's pay increases. (2) A convenient method of extra compensation for missionary work without the danger of permanently excessive sales cost. (3) Salesmen held at minimum incomes during times of business depression, but still cared for sufficiently to reduce turnover in the minimum. (4) Complete control of the men's time and move-

One essential provision is that each man have a definite program of traveling, so adjusted that a given minimum expense for cafare or mileage is maintained with reasonable regularity. Of course, it is not hard to show that a man cannot benefit, in the long rua, by curtailing his traveling. If his services are worth anything at all, their value depends entirely on the number of customers he can visit. If he can make sales while sitting at home, the house can make the same sales without him.

Actually, under this plan the interests of the house and of the men are so nearly identical that little difficulty is experienced in making any necessary adjustments. 1 0 /2

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New Table Manners

Silver, Glass, China and Linen

The Room with no FIREPLACE

Varied Hors d'Oeuvres

Crunchy Brown TOAST

The Thanksgiving Hostess

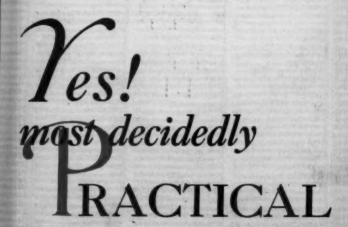




Illustration from "America Changes Her Table Manners" to appear in the November Delineator



Illustration from "Silver and Glass-China and Linea" to appear in the November Delineator



Illustration from "When a Room Has No Fireplace" to appear in the November Delineater



Illustration from "Varied Hore d'Ocuvres" to appear in the November Delineator



Illustration from "Crunchy Brown Toast" to appear in the November Delineator



Illustration from "Thanksgiving Hootess of Today" to appear in the November Delinester

Smart? Yes! Practical? Of Course!

In fact, in every department of homemaking, in every detail of the modern woman's wardrobe and appearance, the purpose of the improved Delineator is:

To Further the Art of Gracious Living

Delineator

THE BUTTERICK PUBLISHING COMPANY
S. R. LATSHAW, President

The new Delineator rate is based on a guaranteed circulation of 1,250,000. With the November issue the Designer is combined with the Delineator. The guaranteed circulation of the two magazines was 1,700,000. As subscriptions to both will be fulfilled with the one, it is obvious that for some time to come the advertiser will receive a gratifying circulation bonus.





Who Belongs to the "Printers' Ink" Audience?

A Statement Showing Why Such Great Care Is Exercised in the Selection of Possible Subscribers

BARTEAU & VAN DEMARK Springfield, Mass.

BABTEAU & VAN DEMARK
SPRINGFIELD, MASS.

For of PRINTERS' INE:
You will no doubt receive many letters commending you on the excellent article in the October issue of PRINTERS' INE
MONTHLY—"Fifteen Questions a Manufacturer Should Face Before Advertising." by Ray Giles.
I have read this article no less than three times. Mr. Giles' questions for the prospective advertiser, it seems to me, cover every point which must be squarely faced by practically every business man with whom I am called upon to discuss advertising.
I have often wisbed that every business man with whom I am called upon to discuss advertising were a confirmed reader of both PRINTERS' INK and PRINTERS' INK MONTHLY. I believe the most difficult part of the agent's work is in getting his clients in the right mental attitude toward advertising. This is especially true with the small agency, such as ours, working with rather small accounts.

Would it be asking too much to be permitted to reprint Mr. Giles' article in booklet form, giving full credit, of ourse, to your fine magazine and the author? With your permission, we would seed this to many potential and present advertisers in our territory who in most cases rarely come in contact with the leaven of PRINTERS' INK's sound views.

cases rarely come in contact with the leaven of PRINTERS' INK's sound views on advertising.

J. F. BARTEAU.

A LETTER such as Mr. Barteau's brings out a phase of PRINT-ERS' INK'S service to advertisers and agents which is so obvious that it is sometimes overlooked. PRINTers' INK, in all its long history, has always been a journal for advertisers rather than an "advertising paper." A manufacturer who has been reading PRINTERS' INK for a number of years, and who then decides to embark upon some sort of an advertising campaign, is in the proper frame of mind to use advertising in the right manner. He has been taught to look upon advertising as a definite and integral part of his business, not as something apart and distinct.
When Mr. Barteau expresses

the wish that every business man upon whom he calls to discuss advertising were a reader of PRINT-ERS' INK, Weekly and Monthly, he touches upon the important question of coverage. The question goes back into the methods by which PRINTERS' INK gets it subscribers in the first place. It has been the standard policy of PRINT-ERS' INK to secure as subscribers those concerns which from the nature of their business might reasonably be expected to become larger advertisers in the near future, as well as present large advertisers. It sometimes happens that a manufacturer enters advertising in the wrong frame of mind. He may be "taking a flier," he may have been rushed in a warm glow of enthusiasm into investing a considerable sum of money to make a clever slogan popular, or feature a pretty picture. We know that if he can be secured as a reader of PRINTERS' INK he will change his frame of mind toward his advertising if he has come into it on an experimental basis. Successful advertisers' experiences as reported in PRINTERS' INK will teach him to tie his advertising to his production, sales and financial policies; to use it as a definite part of his business, not as an outside, mysterious force.

A prominent field for the development of advertisers has been among those concerns which have used their trade papers consistently. Almost invariably before a manufacturer branches out with his message he has had sufficient initiative and vision to use the publications in his own field. For many years it has been the task of several people in the PRINTERS' INK office to check advertisers in every field to study their copy and if it is thought that their business is such that they will in time broaden their market circulation department approaches them with subscription letters at regular intervals. These point out that PRINTERS' INK is a clearing house of ideas which have worked in certain businesses and which, therefore, can be adapted

to other businesses with similar problems. The manufacturer with a local reputation who decides to broaden his market is another type of prospect for the PRINTERS' INK

subscription list.

A local baker in Akron, for example, has developed a new type of cheese cracker which gradually wins much local popularity. He becomes enthused about his new leader, uses space in his local newspaper to acquaint more people with it, and perhaps branches out into a neighboring city in newspaper space, a half-run in the street cars or some outdoor advertising.

One of the men who checks newspapers to discover local advertisers who are in a good position to branch out, sends the maker of cheese biscuits a letter in which he is invited to become a subscriber. He is told of certain articles which describe methods of picking new markets, discovering new sales outlets, collection methods, and other business articles of interest to him. He subscribes to get this sort of information. He finds blended with it each week and month other articles on advertising campaigns, how to tie his advertising closely to his production, and other information which makes him familiar with advertising as a part of business, as a definite sales building force which must be used properly and consistently applied to be most effective. He is far more likely to become a real advertiser instead of an experimenter in advertising by his constant reading in PRINT-ERS' INK about the experiences of leaders in other industries who are solving problems common to all business.

This selective method of considering a concern's possibilities before asking for the subscription of one of its executives has been the consistent policy of PRINTERS'

At the present time PRINTERS' INK has a total net paid circulation of 21,390 and PRINTERS' INK Monthly 16,963 net paid circulation. Our circulation has been built up carefully and painstak-ingly with the idea in mind that those concerns should read PRINT- ers' INK which will profit most by its editorial contents; the gathering of ideas which lead to more sales and how advertising can be tied up most closely with sales efforts. Leaders in each in-dustry and local manufacturers with possibilities for expansion are carefully sought out as possible subscribers.

RADIO READERS

How well this selective method of adding to the PRINTERS' INK audience works out in practice is shown every time a new industry becomes advertisingly alive, A check-up six months ago indicated that of the fast growing radio industry 334 manufacturers of radio sets and equipment were subscribers to the PRINTERS' INK Publications. At that time it was estimated that \$18,000,000 was being invested in advertising by the leaders in the field.

In the electrical refrigeration industry, the oil burning industry and other new lines, the PRINTERS' INK selective circulation method insures that a vast majority of the leaders will have been invited to become members of the PRINT-

ERS' INK audience.

Through its editorial contents PRINTERS' INK has also been the means of developing a large number of new advertising accounts pointing out merchandising opportunities. Many co-operative campaigns in which whole industries have joined to solve a definite problem as well as new individual campaigns have come about as the result of specific editorial suggestions.

Many advertising agenices use PRINTERS' INK'S contents in the manner suggested by Mr. Barteau. Others send clipped articles which treat of a problem faced by one of their customers or prospects.

It is undoubtedly true that a reader of PRINTERS' INK is in a better position to discuss future advertising plans with his advisor than one who has not become familiar by long reading with the uses of advertising as an integral part of his business.

The list of PRINTERS' INK subscribers is growing at a normal,

The Christian Science Monitor is his preference

Kenneth Barnard, Detroit, Manager, Better Business Bureau—"Newspapers are improving from the standpoint of being much more careful of the truth than was formerly the case. They are retrograding to the extent that they print lurid scandal.

"The policy of a newspaper, in its own interest, and in the interest of its readers, should be to insist on the accuracy and constructive character of its copy. There is a distinct improvement in this regard noticeable in the past few years.

"From the standpoint of clean news matter and clean advertising, entirely apart from religious affiliations, as I have no connection with the church, I prefer The Christian Science Monitor."

Quoted from a letter appearing under the heading "A Newspaper Symposium" which is number six of a series printed in The Fourth Estate, Sept. 11, 1986.

The Christian Science Monitor

107 Falmouth Street

Boston

Advertising Offices in

Boston New York Philadelphia Chicago Cleveland Detroit Kansas City San Francisco Los Angeles Seattle Portland London Paris Florence

AN INTERNATIONAL DAILY NEWSPAPER

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healthy rate. We would far rather continue on this method than merely add to our lists the names of concerns without real purchasing power or likelihood of expansion.—[Ed. Printers' Ink.

The Farm Market Forty Years Ago and Today

CHANGES in distribution over the last forty years, especially those which have taken place in rural communities, were described by Saunders Norvell, chairman of the board of McKesson & Robbins, Inc., before a meeting of farmpaper publishers and advertising men which was held at New York

last week.

Forty years ago, he said, if a style faded out in a large city, the manufacturer could depend upon a market for the passing style in cities of medium size and, when the newer style reached these cities, he could look for a market for the old style in the smaller towns. This practically gave the manufac-turer a period of four years in which to dispose of surplus stocks of a product doomed by a change in style. Today, however, Mr. Norvell explained, fashions sweep over the country in a night.

Transportation was referred to as an index which would aid the manufacturer in analyzing distribution. The comparative importance of the farm market as part of a manufacturer's city and town trade, Mr. Norvell said, could be determined in direct proportion to the difference in cruising radius between a springless farm wagon of forty years ago, traveling on a mud road, and the automobile of today speeding along a concrete

highway.

Mr. Norvell's address was made at a dinner which was a feature of a three-day meeting of publishers and their representatives who are members of The Standard Farm Paper Unit, and to which were invited a number of space buyers and advertising managers. S. R. McKelvie, former governor of Nebraska, who presided, ex-plained that the gathering was he'd for a discussion of facts and ideas that would benefit those on both sides of the fence.

In answer to a question from Wallace C. Richardson, general manager of The Standard Farm Paper Unit, as to what is the greatest resistance an advertising agency meets in selling farm papers to its client, S. Keith Evans stated that it was ignorance on the part of the client as to conditions in the farm market. Much head-way was being made, however, he said, between both the publishers and the agencies in dispelling this ignorance.

Marco Morrow, of The Capper Publications, declared that farmpaper publishers had made a great mistake in talking to advertisers and agencies about the farm mar-He said there is no such thing as the farm market in the sense that the market is on the farms so far as the manufacturer is concerned. The rural market is in the towns and cities as it is there that merchants distribute merchandise to those who live on the farms in the surrounding ter-

ritory.

Coppes Brothers & Zook Appoint Lamport-MacDonald

Coppes Brothers & Zook, Nappanee, Ind., manufacturers of the Napanee Dutch Kitchenet, have appointed the Lamport-MacDonald Company, South Bend, Ind., as advertising counsel.

Joins Reliance Reproduction Company

James V. Farrell, formerly production manager of Moser & Cotins, Utica, N. Y., has joined the sales and service staff of The Reliance Reproduction Company, New York.

R. C. Hayes Joins Campbell-Ewald

Roy C. Hayes has joined the staff of the Campbell-Ewald Company, Detroit advertising agency. He was formerly automobile editor of the Detroit Times.

To Represent "The American Thresherman" at Chicago

J. C. Billingslea, Inc., has been appointed Chicago advertising representative of *The American Thresherman*, Madison, Wis.

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The Lillibridge Viewpoint

Number Six Issued from No. 8 West 40th Street, New York

On Living a Second Life

HEN we contemplate Cyrus Curtis tackling the job of building up two great newspaper properties—the Philadelphia Public Ledger and the New York Evening Post—after the age when most men would feel that they had earned a "rest," and see E. M. Statler building a new hotel in Boston when, at 62, he might be resting comfortably on his oars, we are reminded of Sir Christopher Wren.

It was Sir Christopher Wren who built that magnificent cathedral, St. Paul's, in London in the 17th Century. At the age when most men begin to wear out, Sir Christopher was entering enthusiastically on a new career in a new profession. For, it was not till he was past sixty that he became an architect. After his sixtieth year, this amazing man built ninety churches and cathedrals!

Like the man James Whitcomb Riley wrote of who had 'lived to three score and ten and had the hang of it now and could do it again,' Sir Christopher Wren discovered the secret of living a second life and doing another full life's work.

Growing old is so often the result of doing the same old thing—following the same old rutted road. Whereas, the man who takes up a worth-while interest about the time his temples begin to grey becomes so thrilled that he has to keep on living a long time to follow the fascinating new road he is traveling to see where it leads!

The Deadening Rhythm of the Week

ONB wonders whether, were it not for the rhythm of the week, with its hopeful start on Monday, its busyness by Wednesday, and its slowing down by Friday.... whether business men might not make more progress with their plans.

Instead of a rhythm of progress, the weekly round is prone to degenerate into a rhythm of procrastination, in the face of the generally admitted fact that, as James H. Rand, Jr., puts it, "in business you have only ten years to make a go of it."

Rhythm of the week: Friday—"Too late to do anything this week on that new plan; we'll take it up Monday." Monday—"So many things to straighten out—have to wait a day or two before tackling that new plan." Wednesday—"Too busy today." Friday—"Too late to get a good start this week; we'll take it up Monday."

And so on, week after week; the step becomes a marktime march in the treadmill of the week.

That is, unless one resolutely writes the letter or memo, puts in the telephone call, or calls the meeting that will put the plan in motion, even if it is five minutes to five on Friday night, or nine minutes after nine on Monday morning.

§ §

For instance, if you have been promising yourself to "get in touch with this Lillibridge Agency and see what they can do for us," why not do it now?

THE LILLIBRIDGE VIEWPOINT

PAGE THREE

Grows Fortune in Flower Pot

ONE reason many business men achieve such mediocre success is that they try to be successful in too broad a way.

A florist by the name of Cooley died up in Pittsfield, Massachusetts, a few months ago, leaving a fortune of \$1,722,100. The notable thing about his success was that he had fenced off a little corner of a big business; instead of raising everything, from "geraniums red to delphiniums blue," he concentrated on orchids. His reputation as an orchid grower came to be national. In ten years he took thirty-seven gold medals. Literally, he grew himself a fortune with a single plant!

§ § §

THERE are other businesses which would be more successful if the "orchid" of the line were selected and cultivated, almost to the exclusion of all else.

Scattered seeds grow scattered crops; a single plant carefully cultivated often returns an amazing yield.

The Changing American Tempo

THERE is rapidly developing among large corporations in the household appliance field a realization of the desirability of having a disinterested outside organization conduct for them a comprehensive survey taking in products, sales and advertising policies, and market potentialities, that they may keep their businesses in step with the changing American tempo.

Our organization has just been retained by the Standard Gas Equipment Corporation, makers of the famous Smoothtop, Oriole, Acorn, Triplex and Vulcan gas ranges, to conduct such a survey.

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PAGE FOUR

THE LILLIBRIDGE VIEWPOINT

Advertising Exposure

We aim to advertise only products in which we have the utmost faith, products that will stand the glare of advertising exposure. We want no clients who, like the ancient gentleman Edmund Burke referred to, "trembled to have his shield scoured for fear it should be discovered to be no better than an old pot lid."

To any manufacturer who has a worthy product to market, or a meritorious service to sell, we offer an advertising service of peculiar efficiency, based on a sound Fee-and-Budget system of compensation, carefully set "objectives," and painstaking "follow-through."

We welcome letters of inquiry.

Other Men's Shoes

The Khalif H. I. M. Abdul Mejid may or may not have been a very popular Sultan, but he had one very commendable habit: he fasted once a week to remind himself that many of his people were starving.

Putting one's self in the other man's shoes is a fine thing; it changes one's viewpoint completely.

We know that spending money to advertise our own business has qualified us to spend more wisely for our clients . . . Nor have we found it so difficult to advertise an advertising agency as it has always been supposed to be.

6131-6

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET , NEW YORK

Telephone: Longacre 4000 Established in 1899

Radio's Basic Appeal Only Half Effective

It Can Sell a Receiving Set as a Means to an End to the Farmer, but It Can't Get Over a Similar Appeal as Clearly to City Folks

By Silas Hopper

A DVERTISING copy for a radio was once an easy matter. News and more news. In fact, so much news of changes and improvements was used in copy that a credulous public held off buying, after a while, in the belief that any and every current model would be out of date

would be out of date in a day or week. It took some time to clear the public mind of the idea that it was better to wait until absolute perfection was achieved in radio receiving sets before buying.

Ever since news copy went so far that it proved a boomerang, the radio set industry, speaking in general terms, has been floundering for an effective copy appeal.

The appearance of a set; its superior construction; the history of its maker and its ease of operation, are, in the main, the keys that have been played the most. All of them represent, at best, but secondary appeals. The big appeal is the purpose for which a radio set exists. Radio retailers are busiest selling new sets, new batteries and new tubes just before a champion prize fight, a

world series game, the performance of a great singer or a presidential message. The public wants to hear such things and it buys a radio set or puts its set in good order in order to be ready for such events. Radio is a means to an end.

Figuring out the right copy appeal for a radio set isn't a bit different from finding one for, say, a soap. It's simply a question of finding out the buyer's basic motive. Palmolive found that it would move more soap when it sold a "schoolgirl complexion" instead of a rectangular shaped, green colored agency of saponi-



CAN THE RADIO CORPORATION FIND AS STRONG AN APPEAL FOR THE CITY AS IT HAS FOR THE FARM?

fication made of palm and olive oil.

A really clear realization of the strength of this appeal of selling radios as a means to an end is to be found in copy that is now appearing in farm journal space for sets made by the Radio Corporation of America.

Oct.

That company is saying to the farmer: "You can make a Radiola pay for itself in better crops." It talks about a specific set—Radiola 20—which it believes is especially adapted to the farm, as being able to bring information on how to nurse the soil so that a greater yield can be obtained. It tells how this set enables him to check prices, day by day, on grain, livestock and dairy products. It is sold to the farmer as a means to the very practical end of getting more profits.

Quite incidentally, this same copy brings in the information that a radio set is a good way to liven things up for Mrs. Farmer and the daughter while they are at the everyday routine of cleaning, cooking, dishwashing and housework.

There's no doubt in the world that such copy plays on the farm-er's purse strings. There is no doubt that, of all people, the farmer is the one man who can best be shown that the end to be attained is worth while. It is easy to make a real use of this appeal in ad-dressing him. But how about ap-plying it in advertising to city What are the ends to be attained by them? Can the set maker guarantee that there is a desirable and worth-while result to be obtained for the city dweller if he has a radio as he can when he talks to the farmer?

Perhaps if the leading set makers start scratching their heads for ways to sell radio to city people they might get together and say: "Let's send stuff out on the air that we can talk about in such a way that city folks will want

When they do that they can advertise to the people of cities just as effectively as the Radio Corporation is now advertising to the farmer.

New Sales Service at Minneapolis

The Liberty Sales Service, Inc., has been organized at Minneapolia. T. B. Stedman, recently director of the sales plan department of Butler Brothers, Chicago, is president. The vice-president is C. A. Rose, who has been production manager of the Liberty Poster Company, Minneapolis.

Dry Cleaner's Copy Ties Up with Fire Prevention Week

A fire prevention week was recently held at Detroit. During that time, The Fuller Cleaning & Dyeing Company, of that city, used fire prevention as the theme of its newspaper advertising. In one advertisement, a double headline, "Fire Prevention Week" and "Fuller Prevention Week" and "Fuller Prevention Week".

one advertisement, a deuble headline, "Fire Prevention Week" and "Faller Dry Cleaning," appeared in bold-face type in a black box. The copy read: "Gasoline or other so-called cleaning liquids are the ordinary fluids used for the cleaning of wearing apparel, rug, drapes, etc. But such highly inflammable products cannot safely be used by anyone. Eliminate the hazard. Have all your dry cleaning, however minor in may be, safely done at Fuller's, where a semi-non-inflammable cleaning solvent is used." is used."

New Accounts for Irwin L. Rosenberg

Trainor National Spring Com-The Trainor National Spring Com-pany, New Castle, Ind., manufacturer of automobile springs, and the Essee Manufacturing Company, Peoria, Ill., manufacturer of traffic signal lights, manufacturing Company, Februa, III, manufacturer of traffic signal lights, have placed their advertising accounts with The Irwin L. Rosenberg Company, Chicago advertising agency.

New Advertising Business for Toledo

P. P. Willis, Inc., is the name of a new advertising business organized at Toledo, Ohio, by P. P. Willis, formerly vice-president of the United States Advertising Corporation, Toledo. Mr. Willis is president, Benjamin Batsch, vice-president and C. M. Werning, secretary-treasurer.

L. C. Powell with "The Canadian Magazine"

Lambert C. Powell has been appointed Montreal representative of The Casadian Magazine, Toronto. He was formerly with the Western Home Monthly and Nor West Farmer, both of Winnipeg, Man.

Radio Accessory Account for

Albert Frank Agency
The General Instrument Corporation,
New York, manufacturer of radio accessories, including Battery Ga-Jits, has
placed its advertising account with Albert Frank & Company, advertising
agency, also of New York.

T. L. Yorke with Montreal Publisher

T. L. Yorke, who formerly represented the Shoe & Leather Journal and Footwar in Canada, at Montreal, has joined the advertising staff of the Retail Merchants Publishing Company, Ltd., Montreal.

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What Constitutes "Urban" Population?

An Important Question in Your Advertising

If you have a product which appeals to the great masses of the American people, it is natural that you should desire to advertise in the publications which these masses read.

Our national Census Bureau assures you that there are about 50,000,000 people in the country which constitute "urban" population.

You might conclude from these figures that this vast army of people not only represents the greatest volume of mass circulation in America, but that you can reach it through big city papers, and publications of avowedly urban circulations.

Is this true?

It is not. For the Census Bureau classifies as "urban" all population in towns of 2,500 or over—though many of these towns are far out on the plains or in remote mountain districts.

Calling a village a city doesn't make it one.

As a matter of fact there were in 1920 over 14,000 towns in the United States with less than 5,000 population.

This small town and rural field today comprises over 60%

of the population of the country.

In buying power, in consumption of high grade products, in quick responsiveness to good advertising, these people have no equal anywhere in the world.

But they are not "urban." They cannot be adequately and economically reached by urban

mediums.

The Country Newspaper is the ONE medium which goes into ALL their homes, and is read thoroughly, through and through, by the whole family.

Don't neglect this fruitful field. Give it a big slice of your 1927 appropriations.



Represents 7,213 Country Newspapers-471/2 Million Readers

Covers the COUNTRY Intensively

225 West 39th Street, New York City

122 So. Michigan Avenue CHICAGO

68 West Adams Avenue DETROIT

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Two Million Dollars A Day

For the year ending June 30, 1926, Canada bought from the U.S. goods to the value of

\$638,014,721

Did you know there was such a likely customer, with so much money to spend, right across the street?

You can sell him by advertising in his own newspapers-he's a great newspaper reader.

> Ask your agency about it, or write any of the following newspapers.

The Paily Newspapers of Canada

erald

Prairie Market

| Population of | |
|----------------------|----------------|
| | Newspaper |
| Regina200,000 | Leader & Post |
| Saskatoon200,000 | |
| Moose Jaw100,000 | Times and Hera |
| Prince Albert 50,000 | Herald |
| Edmonton300,000 | Journal |
| Calgary200,000 | Herald . |
| Lethbridge 55,000 | Herald |
| Winnipeg240,000 | Free Press |
| Winnipeg240,000 | Tribune |

Maritime Market

| | | A CAST PORTO |
|-----------|-------------------------------|------------------------------|
| | Population of Trading Area | Newspaper |
| Halifax | 150,000 | Herald & Mail |
| Halifax | 150,000 | Chronicle & Eche |
| St. John | 150,000 | Telegraph-Jour- |
| Charlotte | lown 90,000 | nal & Times-Star Guardian |

Pacific Market

| | Population | | |
|-----------|------------|--------|----------|
| - | Trading A | Area . | Newspape |
| Vancourer | 250 | ,000 | Province |
| Victoria | 75 | .000 | Coloniet |

Quebec Market

| | | | | | | | og Area | Newspaper |
|----------|---|---|---|---|---|---|-----------|------------|
| Montreal | | | | 0 | 0 | | .900,000 | Gazette |
| | 0 | 0 | | | | , | . 216,281 | Le Soleil |
| Quebec | * | | * | | | 4 | 216,281 | L'Evenemen |

Ontario Market

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(All are members of A. B. C.)

Tore Toro

Kini

Kite

Ham Pete

Ontario Manitoba Alberta

Quebec Nova Scotia New Brunswick

Prince Edward Island Saskatchewan British Columbia

A New York Tailor Sews It Up

The Tie That Binds Is Strengthened by Pleasant Correspondence

By Frank M. Barber

"NEVER a letter which by any possible chance could be taken for a form letter or a circular letter." For nearly two score years this has been a rule of Burnham & Phillips, Inc., New York

The cases of two college students, for example. They are brothers. It was this very September that their father, for years a patron of this house, as was his father before him, sent the boys

to be outfitted for the college year. They placed their orders. Now, of course, every straightthinking tailor always follows an order with a note of thanks, intended to be cordial and a builder of good-will, but Burnham & Phillips have refused to follow the practice of sending out form letters at such a time. On the contrary they write to the individual and deal with the case, and, make no mistake they do not write until they know what they are talking about.

One of the boys was headed for Wesleyan University, the other for Williams College. That these tailors had made clothes for the boys' father and for the father's father before him was a talking point not to be missed, but the firm cast about for something yet more personal with the youngsters themselves. They seemed to remember that the January before Wesleyan sent to New York its Glee Club, there to meet in competition Yale, Princeton, Harvard, Dartmouth, Cornell, University of Pennsylvania, and institutions from the North, East, South and West, in the intercollegiate contest, and that Wesleyan walked off with the championship.

He checked up his facts and then sent to Middletown this let-

I wonder if your father told you that Burnham & Phillips also made clothes for your grandfather? Then along came that father of yours and now his sons. Fine.

It gave us a lot of pleasure, young man, and I hope that from now on we shall take entire charge of your wardrobe requirements and later those of your

Own sons.

Do you, by any chance, sing on that intercollegiate champion Glee Club of Wesleyan? Of course, if you do, you will want a B. & P. dress suit this winter. Probably you will have one anyway. I hope so, for it is a real pleasure to do things for you.

And then there was the young man at Williamstown to whom Williams, too, was went a letter. in that New York competition Wesleyan, and its alma with sing, "The Mountains," mater ranked second only to that of "Lord Jeffrey Amherst." Williams letter:

Three generations of you.
That is what it meant when you and
your brother became patrons of the
House of Burnham & Phillips. We made
clothes for your grandfather, then for
your Dad, and now for you. Splendid!
Let's hope that the relations may long continue.

continue. Some day I may be motoring through the Berkshires, and if I do, I'll stand out on the porch of The Inn and sing "The Mountains" which, they tell me, is one of the best of college songs.

And don't forget, young man, that if you think of anything we can do for you, we are here to do just that.

The tailoring business, from the nature of things, is seasonal, and one of its problems is to get 'em to come in early. Here again the firm does not follow the trodden path. It passes up the de luxe, It is. crested announcements. however, so close to the business that it knows its man. This group comes in almost to the day in the fall; that bunch lags; yet another class has to be hauled in; some come when they get blanketyblank good and ready and others don't appear at all in a given Well, Burnham & Philseason. lips act accordingly. The first group is left alone, for they are sure to come of their own accord. To the procrastinators a reminder in the shape of a card may be sent, with a tactful follow-up. The fellows who have to be

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pulled in are made a matter of study, and the way is always found to "get to them" in a personal letter which makes the man feel that he is the only concern. The balkers-those who come when they please-are not pressed, but they are watched for openings. You see, it is a matter of intelligent segregation and correspondingly tactful tactics. But, it is with those that stay away that this establishment is fussy.

For instance, there was recently a case of a mighty good customer who failed to come back for a whole year. A letter or two failed to bring him or a reply. Finally, however, a chance meeting on the avenue opened the way. That night this letter went out:

I am mighty glad I met you yesterday, and I propose to do something.

That suit of yours . . . the one which you never liked. Of course, we could bring that suit in and remodel it; we won't do that, and for the simple reason that styles change. There is, however, a thing which we will do.

Please let us have that suit. Bring it in or come in and send the suit later. but anyway, come in and select another suit. We will make it up and you may pay whatever you say, \$150 or \$1.50 or nothing. In other words, it is to be all your way. The nally concern we have is that you have a suit which pleases you.

When will you be here?

Another case, similar:

I don't know when we have received a letter which gave us the solid satis-faction in yours of —. We are delighted, of course, that you

We are delighted, of course, that you like the new clothes, and one of our finest compensations is that you gave us the opportunity to emphasize our everlasting determination never to consider a single transaction closed until it is closed to the fullest satisfaction of our customer. That has been our policy for forty years; it would be our policy for four thousand years if we were to be in business that long!

Heads Utah Publishers

A. F. Dunn, publisher of the Tooele Transcript-Bulletin, was elected president of the Utah State Press Association at its recent annual convention. He succeeds W. R. Holmes, of the Brigham Box Elder Journal.

"The Carolina Retailer" Sold

The Carolina Retailer, Winston Salem, N. C., has been purchased by the North Carolina Merchants' Association, from the Carolina Retail Publishing Company. Winston

Railroad Announces Bus Plans Through Advertising

The Reading Company, Philadelphia over the signature of Agnew T. Dice, over the signature of Agnew 1. Dice, its president, announced in newspaper space its new plans for bus-line openation in connection with its train service. In the advertisement it is set forth that the discontinuance of certain rail lines and the substitution for them of but lines is due to the falling off of rail patronage and the inroads made by made by independent motorbus operation. independent motorous operation. The advertisement gives reasons for the change from rail to motorous, describe the betterment of service which it believes the bus lines will give, and the plans and policies of operation. It is in the form of an open letter to the public.

R. A. Kelly, Sales Manager, Co-Operative Foundry

Raymond A Kelly, who has been acting sales manager of the Co-Operative Foundry Company, Rochester, N. Y., manufacturer of Red Cross ranges and furnaces, has been appointed sales manager. He became associated with the company in 1922 as assistant sales manager.

E. D. Ring With The Geyer Agency

E. D. Ring, formerly vice-president of the St. Paul Advertising Company, St. Paul, has joined The Geyer Com-pany, Dayton, Ohio, advertising agency, where he will be identified with mer-chandising and sales promotion. He was formerly with Marquis Regan, was formerly v Inc., New York.

A. R. Johnson Associated with Paschall Agency

A. R. Johnson has joined Irvin F. Paschall, Inc., Chicago advertising agency, as a member of its executive staff. He had been with Erwin, Wasey & Company, Chicago, and was formerly assistant sales manager, tractor division, Hyatt Roller Bearing Company.

Dr. J. T. Dorrance Made Pennsylvania Railroad Director

The board of directors of the Pennsylvania Railroad has elected Dr. John T. Dorrance a director of the com-pany. Dr. Dorrance is president and general manager of The Campbell Soup Company, Camden, N. J.

Piston Ring Account for Behel & Harvey

The Wilkening Manufacturing Company, Chicago, manufacturer of piston rings, has appointed Behel & Harvey, Inc., advertising agency of that city, to direct its advertising account.

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PUBLICITY VS ADVERTISING

The expression "nine day wonder" sets the limit to the time the human mind will gape at anything. But advertisers are constantly beset by the idea of doing something that will be talked about. They are impatient with the slow and none too exciting methods by which the flow of goods to the public is maintained. They seek a short cut, a northwest passage to publicity. They try to link their goods up with some passing craze, unmindful of the eternal lesson that all passing crazes pass. Why, two firms came to legal blows over the right to use the name Tutankhamen as a trade mark because people happened to be talking about him at the moment. And now who knows who old Tut was?

CALKINS & HOLDEN, INC.

247 PARK AVENUE · NEW YORK CITY

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Another fact-

Of all farm telephones in the nation, nearly two-thirds of them link together the one-third of the farms within Successful Farming's "Heart States."

"Heart States" farm families are alert, progressive, prosperous. The farm telephone and Successful Farming are both playing important parts in making this section the greatest producer of farm wealth in the world.

SUCCESS E. T. Meredit

Advertising Offices: NEW YORK, CHICAGO, ST.

More than a Million each Mon Far.

Past Record—

is the Best Guide in making up farm paper lists

HEN you use a farm paper, you expect to reach real farm families—people on real farms who are able to buy your product. And, to reach these families, when the new list is made, past performance is the safest basis upon which to anticipate future results, and performance counts.

Past records of successful campaigns to the "Heart State-farm market" have doubled and trebled the number of "repeat" advertisers in Successful Farming.

More than five hundred prominent advertisers are now repeating last year's schedule. This fact is recognized by a vast group of American business men.

When they want to reach the greatest farm wealth-producing section in the world—the "Heart States"—they come back to Successful Farming.

FARMING

ones, Iowa AS CITY, MINNEAPOLIS, SAN' FRANCISCO

Farms in Real Farm Territory

BANKER cooperation in PARIS KY. is hard to develop

¶ Banker influence in New York City is even more difficult to secure.

¶ But, whether the banker is located in Paris, Ky., or New York City, he has read the Burroughs Clearing House for more than ten years.

¶ Why not give your salesmen, distributors or dealers the aid they need and must have eventually? Make your appeal through the columns of the only publication reaching EVERY bank in the United States and Canada.

The Burroughs Clearing House

Burroughs Ave. and Second Blvd., Detroit, Mich.

J. R. HAYES One Park Ave. Bldg. New York City

S. D. R. SMITH 434 S. Wabash Ave. Chicago, Ill. C. D. MacGREGOR Burroughs Ave. and Second Blvd. Detroit, Mich.

E. C. WILLIAMS
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Old Man Imperative Command

When He Is Absent the Surplus Production Has No Place to Go

By Chester M. Wright

Of The American Federation of Labor

OLD Man Imperative Command, shouting from the page-tops of the advertising columns, is at it fast and furious.

Mediums of all kinds are carrying millions of lines of national advertising per month. How much that lineage would be pushed up into higher millions by the great

volume of local advertising is X, the unknown quantity.

Millions of lines, commanding us to buy Lucky Strike cigarettes, Regal shoes, Hart Schaffner and Lipton's clothes, Premium ham, Radiolas, Pianolas, Victrolas and whatnot. Do this! Do that! Hurry up! Turn in the old one! Get a new one! Be a Win! Succeed! Power!

It all sounds like something hectic, something going downhill without brakes, something bedeviling itself into a frenzy of circles. But it isn't. Without granting a constructive purpose to all the advertising in that aggregate, it may be set down as a great truth that the bulk of it contributes to something that is making America different from other countries.

I have just seen some interesting statistics on national production and national wealth, comparing America with other nations.

The United States leads the world in per capita production. The margin is wide. The interesting fact to put beside that first fact is that the United States leads other nations in per capita wealth by about the same margin that separates per capita production. The meaning of that is that America keeps approximately the volume of her product for the use of her own people. America is a wonderland of productivity, and Americans get the benefit.

Recently I heard a discussion about the merits of less speed in workmanship. An economist was extolling the British bricklayer. "He works more slowly, but he lives more," said this man. "He talks politics and even art and music while he works. He gets more out of life."

This is nonsense. The American building mechanic outstrips the world. He puts up forty-story buildings and those buildings mean something in our national life besides men racing to lay bricks and nail on boards at top speed. It means a certain outlook and a certain richness of community possession when the work is finished. They help advertise America to the world. Every foreigner coming for his first visit is eager to see what our skyscrapers look like.

The national advertising in the newspapers and all the other mediums is an agent in helping to distribute the tremendous bulk of our national output. There must be distribution, quick and effective, to prevent a jam that will burst the whole machinery asunder. What is manufactured must be moved at once to make way for

more.

HIGH WAGES MEAN KNOWN MARKET

Wages of building mechanics average perhaps a dollar an hour. For one trade-bricklayers-the average over the nation is \$1.25 per hour. That means market! The men who write the millions of lines of advertising know in advance, as they study wage and income figures, that they are at least writing to a population able to buy.

The advertising keeps pulling, month after month. The result is that output continues to have a market-such a market as it can have nowhere else in the world. Some business men are excited over selling possibilities in Russia. One financial newspaper has published a great special edition devoted to Russia and the business

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to be had from the Soviet regime, which already is buying all it requires in America through channels that are not interfered with in any manner by political policies or diplomatic decisions.

The volume of business incident to an average wage increase in one great national industry is of much more importance to the industrial life of the nation, and to its social life also, than all of the possible business with Russia. To put the textile industry, for example, on the basis of the breakfast food industry, or the automobile industry, or the clothing industry, would mean more to America, statistically and socially, than any possible benefit to be derived from hunting around Moscow for new customers.

Think of adding five or ten dollars a week to the buying power of even as few as 50,000 Americans! Think of that running along week after week, down through the years! That's something worth thinking about.

A SICK INDUSTRY

The textile industry stands out as a rather sick man in the crowd. It is worth attention in this discussion of national wealth, national production, and the role of advertising in keeping the wheels moving.

While I realize that there are a few real advertising successes in this field of textiles I am of the opinion that these are outstanding exceptions and that the rank and file of textile manufacturers have not changed their sales, distribution and advertising methods to meet changing conditions.

Government statistics show that cotton production this year is running some ten or eleven million yards per month ahead of last year. Perhaps that sounds like prosperity. But wait. Other industries are also producing more than they produced last year. But they are represented in that great total of thirty million lines of advertising that each month moves mountains of goods. The silence of the textile industry is proverbial. makes more this year, it is also true, as revealed by the same Government statistics, that the

stocks on hand are running higher. The surplus has no place to go, so it backs up and fills storage space, from whence none except speculative profits ever come and from whence losses come frequently in large amounts.

The textile business is one of a scant two or three that are dull. while the rest of the world laughs The textile inand grows fat. dustry is in what may be termed almost a state of demoralization. for several reasons. The produc-tive capacity of the individual in cotton textiles has shown greater strides in recent years than in most other lines. But wages are by no means commensurate with wages in other lines. The wage and employment policies have not moved forward as they have in other industries. Added to the wage differential, is the fact of intermittent employment, always equal to wage reductions. This, course, means low buying power.

Mills are fighting each other bitterly. There is no balance of production against the market. Sales methods are generally oldfashioned. There is no unity in the industry. While the industry is undersold on output, it buys in a market that is chronically unstable. Mills speed up and undercut each other, playing havoc all along the line. In the last few years the industry has run at something like 25 per cent below capacity, which in most lines means all the difference between bad and good business.

When the nation emerged from the war, with the people still under the spell of campaigns in behalf of economy, when men and women were running their old clothes and old shoes, most industries saw a great light and went collectively at the job of advertising to the nation that the war was over and new practices were in order. They forced business back to more than normal—or up to more than normal. Textiles, generally speaking, sat back in a corner, silent and glum.

Woolen interests, for example, fought each other instead of

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joining in a campaign to offset their misfortunes.

The modes and the materials that were widely advertised got the business and today silks and rayon have taken their large share of a market that cotton and woolen may never recover. Silk rayon saw the style trend and made the most of it. Dresses that require so little cloth can be made of rayon or silk-and they are. Textiles have let the sea of adversity sweep over them without fighting back, without a broad, carefully planned constructive effort to claim and hold a legitimate place in the consuming market for commodities that have been staple even since they became known to mankind.

The Woolen Corporation of America, Charles J. Webb, president, recently said in a public statement:

"The woolen and worsted industry is deep in depression. Business is bad and indications of immediate improvement are absent. A multiplicity of malpractices is rampant in the trade. A mockery of merchandising is the order of the day."

So it goes, through cottons and woolens—malpractices and a mockery of merchandising. It is said that some textiles go through as many as thirty hands, between manufacturer and the lady who wears her new dress down Main

How cotton has been able to increase production and still remain in the dumps is amazing. Cotton manufacturing employs more persons than any other primary industry. About 40 per cent of all textile employees are in cotton mills scattered through thirty-one States.

In twenty-five years the number of spindles has nearly doubled. The value of the product has risen from \$350,000,000 twenty-five years ago to \$2,000,000,000 today, an increase of considerably more than 100 per cent. The number of employees has increased from 302,000 then to 497,000 today.

But while millions of lines of national advertising each month fix

brands and merits and conveniences in the minds of purchasers, repeating and repeating and repeating, until four out of five know what they want and get it, textiles go their disorganized waymavericks of the range, unbranded, unknown, bought when necessity drives a customer to an unheralded Textiles crash into the counter. news now and then, as they have recently, with headlines such as, "Troops guard mills," but these headlines sell no bolts of cloth nor add to the bulk of any pay envelope.

THE INFLUENCE OF MODERN TRANSPORTATION

Most industries have discovered that modern transportation has made the pay envelope of Jones as important to the makers of pianos as it is to Jones, and vice versa. The pay envelope of every industry is important to every other industry, because the products of Maine sell in California and the products of California sell everywhere, because advertising heralds them everywhere. Who would have thought, twenty-five years ago, that oranges and lemons and apples and pears would be bought by trade names, the brand a guarantee of uniform high quality!

I've bought Petaluma, Calif., eggs from a store clerk in Washington, D. C., at ten cents more a dozen than was charged for eggs laid in adjoining Maryland. And clerk who sold them didn't know where Petaluma was, didn't know that it took at least five days for those eggs to reach his store, didn't know why they were supposed to be better than any other eggs. But he was sure they were better and all there was to convince him was the advertising that had been given to Petaluma eggs. He was ignorant of every factor in the equation, except the advertising. So far does advertising go in making a market. But nobody can tell that to textiles. They won't even learn from the successful experiences of a few pioneers in their own line.

If the wages in every city and town in the country were on the

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textile level, it would go hard with Petaluma eggs and with every advertised product that puts merit into its packages and strives for a uniform high standard and to hold buyers to its standard once advertising secures them. America is no longer a loosely bound collection of little puddles, each with its own level. Modern transportation, power machinery and communication have made America one grand sea of people, with a general level, with the pebbles thrown in at Chicago sending their concentric rings out into the far corners. No industry liveth unto itself alone.

Old Man Imperative Command in the advertising pages heads a common army, each unit really helping the others, all forming a great army bringing merchandising, buying and living standards to new levels, but all depending upon the buying power of the people for their success. It's really no use for the writer of successful advertising to take to himself all the credit for what happens after his copy is in print. If there were pockets "out there" containing only nickels, his product would not bring back dollars. It is because America approaches nearer and nearer to a point where purchasing handle commodities power can produced that the millions of lines a month can "earn their salt" and keep the goods moving. And they, in their turn, keep the goods moving so that factories can keep working and pay-rolls can keep going.

They look hectic at times, those legions of advertisements. seem at times confusing. Imperative Commands make one at times want to emulate the man who told the alarm clock to go to blazes on Sunday morning, but they do their job. And European nations that scold us for being what they term materialistic and who envy our very material success, can in part thank that army of millions of advertising lines each month for our material wellbeing, which, if the truth is told, is the necessary foundation for a spiritual well-being that is not as sick as it might be.

Gas Industry Should Advertise to Interest Small Investor

Speaking at the recent convention of the American Gas Association in Atlan-tic City, Joseph Carmichael stated that the City, Joseph Carmicones stated that the increased demands for expansion in the gas industry called for \$500,000,000 every year, or nearly \$1,000 a minute. "This capital," he said, "must be do tained at the lowest rate of interest cur-rent. I advise concerted and consistent campaigns of advertising by the national association in the newspapers of the communities having gas service, in order to attract into the organization those who are already served and those those who are already served and those who may be prospects of the immediate future." He then said that the likelies prospect for a customer for a gas conpany's securities is the man who use gas, who lives near a gas house and who realizes that his money is being put who realizes that his honey is being put to work to serve his needs. Mr. Carmichael, who is director of the Iowa Committee on Public Utility In-

Mr. Carmichael, who is director of the lowa Committee on Public Utility Information, further stated that the hundreds of millions of dollars necessary for the expansion of the gas industry from the expansion of the gas industry must be bid for in competition with other industries and that the money would not always go to the highest bidder but to the one in which the greatest confidence of the public and the investor is reposed. "This confidence can be obtained," he said, "by bringing the merits of the gas company to the attention of the consumers."

Clifford E. Page, vice-president of the Brooklyn Union Gas Company, said that the \$500,000 which the association is spending to further the use of manufactured gas in industry and factor heating operations must be augumented by advertising. "Trade-journal and newspaper advertising." he said, "have a direct effect in interesting every manufacturer, and are, as well, a valuable indirect power in keeping the public indirect."

direct effect in interesting every manifecturer, and are, as well, a valuable indirect power in keeping the public acquainted with the great adaptability of gas fuel. The duty of the management of every gas company is to tell the people, in newspaper and magazine space, of the many advantages of gas for industry and heating operations. The management owes it to the industry to advertise the uses of gas."

Alexander H. Macbeth, president of the Southern California Gas Company, Los Angeles, was elected president of the association.

the association.

Blaisdell Pencil Account for Charles W. Hoyt

Pencil Company, Blaisdell Philadelphia, maker of Blaisdell paper pencils, has appointed the Charles W. Hoyt Company, Inc., New York adver-tising agency, to direct its advertising account.

With McCord Radiator

Arthur Koecken has joined the advertising department of the McCord Radiator Manufacturing Company, Detroit.

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The Manufacturer's Advertising is The Merchant's Advertising, Too!

For more than sixteen years The Nebraska Farmer has brought to Nebraska merchants in one form or another the importance to them of the advertising in The Nebraska Farmer of manufacturers whose lines they handle, and how it can be made to work for their store. In the past year members of The Nebraska Farmer staff have addressed no less than 5,000 Nebraska merchants on this subject—in dealer conventions, sales conferences, etc. Letters bearing like ideas go to them regularly and every week some member of The Nebraska Farmer staff visits and talks with at least a few Nebraska merchants on the same subject, in their stores. Double-page advertisements are used each month in The Nebraska Merchant and Trade Review, to carry the same story to dealers in another form.

The same work is directed to Nebraska jobbers and wholesalers. Every jobber in the Missouri River territory contingent to Nebraska and those throughout the state are visited *regularly* for the same purpose by a representative of The Nebraska Farmer.

The result of this work and the consideration and value Nebraska merchants attach to advertising in The Nebraska Farmer is clearly indicated in a survey recently made by one manufacturer. Of 106 Nebraska dealers handling his line, 101 expressed preference for The Nebraska Farmer as the only paper of any value to them in promoting Nebraska sales of his products.

THE NEBRASKA FARMER

Nebraska's Farm Paper

SAM R. McKELVIE, Publisher, Lincoln, Nebraska

Wallace C. Richardson, Inc.

Standard Farm Papers, Inc.

250 Park Avenue, New York

307 No. Michigan Ave., Chicago

EDW. S. TOWNSEND, 822 Kohl Bldg., San Francisco

Nebraska Member Standard Farm Paper Unit



What This "TAG" Means



THIS "TAG" is the insignia or identification card of a group of progressive hardware stores. The owners of these stores have combined in this publicity campaign in order to show you the many advantages of trading at a "Farm Service" hardware store in your own community. Every week they have a message for you in AMERICAN AGRICULTURIST full of worth while suggestions for every member of the farm family. The "TAG" is easy to find in their windows and a big thing to look for.

Hardware dealers in New York State and New Jersey are not only displaying this "TAG" throughout their stores, but are also building their local newspaper advertising around the "TAG."

Mr. Sales Manager ask your own representatives calling on hardware stores in our territory to give you the "low down" on this co-operative advertising campaign.

AMERICAN AGRICULTURIST

CIRCULATION OVER 140,000

HENRY MORGENTHAU, JR., Publisher

New York Member Standard Farm Paper Unit

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Bankers appropriate \$150,000 to advertise in Prairie Farmer

450 Hardware Dealers are co-operating in a Prairie Farmer campaign, to tie up with national advertising.

831 Illinois Bankers are jointly conducting an educational campaign in Prairie Farmer.

417 Druggists have a similar goodwill campaign also covering three years.

This co-operative publicity advertising is being published in Prairie Farmer because these business men know Prairie Farmer's standing and influence.

Member
ILLINOIS
QUALIFIED
DRUGGISTS

Read Our Messonics
PRAIRIE FARMLR

Your advertising in Prairie Farmer is read by 200,000 farmers; more than this, it secures the interest and good-will of these distributors who control the Illinois market.

> Details of these co-operative campaigns will be sent on request. Also, Prairie Farmer's 50-page Data and Survey Book.

PRAIRIE FARMER-Chicago

Burridge D. Butler, Publisher

Illinois' only weekly farm paper; 200,000 guaranteed in 1927

Illinois Member Standard Farm Paper Unit



Tying Up With Local Trade

INCREASED appreciation of rural trade is shown by heavier advertising to reach farm people. Hardware merchants in Wisconsin have joined hands to promote their mutual interests by advertising the local hardware store through the state farm paper—
The Wisconsin Agriculturist. These stores are called Farm Service Hardware Stores.
The following letters show how this campaign is rated by those prominent in the

hardware trade:

WISCONSIN RETAIL HARDWARE ASSOCIATION Stevens Point, Wis.

Wisconsin Ap Agriculturist, Racine.

Gentlemen: We are heartily in favor of any plan whereby the consumer of hardware is made better acquainted with the advantages of buying his hardware in the hardware store. We believe that your plan is sound in this respect and that you should be entitled to support of merchants throughout the state to such extent as their advertising appropriations

Yours very truly,

WISCONSIN RETAIL HARDWARE ASSOCIATION. B. Christianson, Assistant Secretary.

MORLEY-MURPHY COMPANY (Distributors) Green Bay, Wis.

The Wisconsin Agriculturist, Racine, Wis.

Gentlemen: We have been very much in-terested in the progress of your Farm Service Hardware Campaign and believe that it will be a great help in strengthening the position of the local hardware trade. Something of this kind has been needed for a long time, and we are glind to note that you have gone ahead with the development of an instructive plan. Been supported to the property of the ware dealers in Wisconsin.

Yours very truly, THE MORLEY-MURPHY COMPANY,
A. E. Winter, Vice-President FRANKFURTH HARDWARE COMPANY Milwaukee, Wis. (Established 1861)

The Wisconsin Agriculturist, Racine, Wis.

Gentlemen: After carefully studying your Farm Service advertising plan, we have no hesitancy in expressing our unqualified approval.

In our opinion, it will meet a long-felt want. Truly yours,

FRANKFURTH HDW. CO., F. S. Ro

ST 30%

This is just one way in which the state farm paper ties up with the sales forces of national advertisers. There are others, such as addressing sales meetings, furnishing definite data about the territory and its business conditions, etc .- services that can be rendered best by publications located right in the territory and which cover it intensively. In Wisconsin this contact is most direct through-

THE HOME FARM PAPER

ISCONSIN ICULTURIS

Racine, Wis.

Wisconsin Member Standard Farm Paper Unit



Hardware dealers throughout the Northwest are using co-operative publicity to bring farm folks into their stores. These dealers also mention in their newspaper advertisements and give prominent display to advertised products they handle, so as to get the greatest benefit from the manufacturers' advertising in THE FARMER.

C. C. Casey, manager of the Minnesota and South Dakota Retail Hardware Associations, says, "It is refreshing and encouraging to have someone take up the local merchant's cause. THE FARMER'S campaign has our endorsement because it will create greater sales opportunities for standard hardware."

Schmid & Lehrer, Springfield, Minnesota, dealers: "Your campaign is going over much stronger than we expected."

All types of merchants in the Northwest know the influence of THE FARMER with farm folks and will do better merchandising for manufacturers who advertise consistently.



The Northwest's Only Weekly Farm Paper

307 No. Michigan Ave., Chicago, Ill.

STANDARD FARM PAPERS, INC. WALLACE C. RICHARDSON, INC. 250 Park Avenue, New York

A Northwestern Institution Since 1882

Minnesota Member Standard Farm Paper Unit

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"of Known Value" TO THE DEALERS AND JOBBERS

in Kansas

"Send us your latest crop figures, please. And when does our advertising start?" Scores of requests like this come to Kansas Farmer from jobbers and from their traveling sales-

KANSAS CITY

men. Dozens of salesmen traveling in Kansas consider a Kansas Farmer data book as an indispensable part of their portfolio. Many jobbers have a regular follow-up to receive the latest crop and advertising data and plan their sales campaigns by them. Just ask any jobber about the "Known Value" of Kansas Farmer.



Dealers Say the Same Thing

Even retail dealers in Kansas keep informed on conditions thru Kansas Farmer service. Many a salesman of an unknown line has found his way blocked by dealers who sale, "First advertise in Kansas Farmer." We have never known any investigation among dealers to result in anything except overwhelming perference for Kansas Farmer advertising. Rural Trade, the merchandising paper, keeps them up-to-the-minute, too.

KANSAS FARMER

--- CAPPER PUBLICATION-

Topeka,

Kansas

• Member of Standard FarmPaperUnit.

1, 1926

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of Known Value to the dealers and Jobbers in Missouri

Salesmen for the Missouri Ruralist are in almost constant touch with the jobbers and distributors in the state's three principal jobbing centers—St. Louis, Kansas City and St. Joseph. Not only are the distributors fully informed of your campaigns, but



many times representatives of the Missouri Ruralist address their sales conventions so that the message is carried out to the dealers by the traveling salesmen. Missouri Ruralist advertising is of "Known Value" in Missouri wholesale and jobbing circles.



Keeping the Retailer Informed

Thousands of retail merchants in Missouri receive each month the merchandising paper "Rural Trade" published by The Capper Publications. It tells them about advertising in the Ruralist and gives a monthly calendar of accounts carried. Retailers know the value of Missouri Ruralist advertising.

MISSOURI RURALIST

--- CAPPER PUBLICATION

St. Louis,

Missouri

o Member of Standard Farm Paper Unit.



"of Known Value" TO THE DEALERS AND JOBBERS

in Pennsylvania

Advertising in Pennsylvania Farmer is one of the best introductions to a Pennsylvania wholesaler or jobber. The fine growth in advertising volume and in circulation of Pennsyl-



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vania Farmer during the past few years is one of the best indications that it is of "Known Value" both on the farms and in the business life of Pennsylvania. Your jobbers, who have the closest co-operation of Pennsylvania Farmer's representatives in utilizing the advertising, need your support thru its columns.



Small Town Merchants Know Value

The advertising columns of Pennsylvania Farmer are indexed for thousands of small town merchants thru the medium of Rural Trade. This merchandising paper gives then every month a list of the current advertising in Pennsylvania Farmer, besides featuring many new campaigns.

PENNSYLVANIA FARMER

--- CAPPER PUBLICATION-

Philadelphia.

Pennsylvania

Member of Standard Farm Paper Unit.

1, 1926

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of Known Value to the dealers and Jobbers

in Ohio

Many investigations have been made in Ohio as to the preference of dealers and jobbers for farm paper advertising and Ohio Farmer always comes out the leader. Recently an advertiser found that among 161 dealers serving farm trade 93 ranked Ohio Farmer first,



the next highest paper receiving 22 votes. Jobbers and wholesalers share in this confidence, because they know that for years Ohio Farmer has been the leader and that its advertising columns are of "Known Value."



Dealers Keep Up on Advertising

Ohio retail merchants in small towns read Rural Trade and thus are kept constantly informed of the advertising that is being carried in Ohio Farmer. They get, too, the news of the new campaigns and many are told about the advertising by traveling salesmen who appreciate its "Known Value" in helping to move the merchandise.

OHIO FARMER

--- CAPPER PUBLICATION-

Cleveland, Ohio

of Member of Standard Farm Paper Unit. | o



"of Known Value" TO THE DEALERS AND JOBBERS

in Michigan

Since 1843 Michigan Farmer has been serving the agricultural interests of its state, and jobbers and wholesalers know it and appreciate fully its value. They like to handle lines advertised in it and often insist upon such advertising. The paper's representatives are in close touch with the jobbing interests and can



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help you put over your advertising program with your trade. You buy "Known Value" in Michigan Farmer advertising.



Ask Any Rural Merchant

He knows Michigan Farmer. In many case he saw it in his home as a boy; in practically every case he has seen it in the homes of his relatives and friends. Thousands receive Rural Trade, the Capper merchandising paper, every month and thru it they are kept informed about the new campaigns and the current sivertising in Michigan Farmer.

MICHIGAN FARMER

--- CAPPER PUBLICATION-

Detroit.

Michigan

Member of Standard Farm Paper Unit,

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Rural

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A "Plus" Service to Advertisers

"One veteran salesman who for two years had tried unsuccessfully to sell two dealers in Southern Georgia, sold both in one day, and got window displays, through an advertising presentation we have given him."

"Through the same kind of presentation a new salesman, just out of school, and on his first job, opened during his first week five new accounts that the old salesmen hadn't been able to touch."

These are two actual instances in which our organization has given a "plus" service to our advertisers. With our large staff and intimate knowledge of sales problems in the South and our connection with the Standard Farm Paper Unit we are able to give similar service to any advertiser by intelligently merchandising his campaign to salesmen and dealers.







Birmingham

Raleigh

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Dallas

Southern Member Standard Farm Paper

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Circulation

We are hearing quite a little about "circulation" these days. We don't know whether it is high rates, duplication, diminishing returns or what not that is causing this talk, but something is.

What we do know, however, is that publishers build the kind of circulations that they can sell, so the whole matter rests in the hands of buyers of space.

If you want "volume" circulation, Mr. Advertiser, publishers will provide it for you. If you want "quality" circulation, you can get this, too, but it is not always possible to get both in the same medium.

Which do you want?

Which will pay you best in the long run—a circulation that has been forced beyond the natural limits of saturation in its field by competition; a circulation that has been acquired by employing all of the "tricks of the trade;" or a circulation that has been built up by presenting the intrinsic merits alone of the individual publication to the prospective subscriber?

What you want you can have!

HOARD'S DAIRYMAN, the National Dairy Farm Magazine, has proceeded on the theory that you want a circulation that is synonymous with "quality." It has a circulation of 125,000. It could have half a million circulation, if it wanted it

On nearly every farm there are one or more cows, but this fact does not make all of these farm owners dairymen.

HOARD'S DAIRYMAN has preferred to select its clientele from among real dairymen and this policy has given it a distinguished list of genuine subscribers composed of leaders in the greatest agricultural activity.

HOARD'S DAIRYMAN - - - FORT ATKINSON, WISCONSIN

Member Standard Farm Paper Unit

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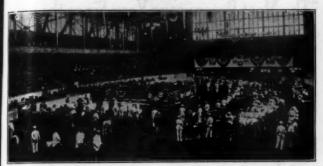
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"The Battle of the Breeds"

Great dramas in American agriculture are enacted each autumn in the judging arenas of live stock expositions. Here champions are made—here kings and queens of proud lineage are crowned. It if "The Battle of the Breeds"—a struggle for tanbark honors, the outcome of which affects the breeding plans on thousands of stock farms.

For 45 years The Breeder's Gazette has served the live stock industry in reporting comprehensively and accurately the stirring events of the show ring. This year it adds the facilities of the radio to this service. From every major show the country over its reporters each day telegraph The Gazette office results of the contests. Our editorial staff takes this information, adds its knowledge of the pedigrees of the winners and their previous victories and defeats, and works them into a radio story which it broadcasts in cooperation with W L S each evening. News service par excellence—appreciated by those whose business is vitally concerned with the types approved by breed authorities in the annual season-long "Battle of the Breeds."

The Breeder's Gazette—The only national weekly publication devoted to the business of live stock farming.

Breeder's Gazette

Published Weekly by

THE SANDERS PUBLISHING COMPANY

529 South Franklin Street Chicago, Illinois
Member of Standard Farm Paper Unit

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"The Most Prosperous Year Since the War"



"Enclosed please find check for \$3.50 in payment of my renewal for five years. I subscribe to nearly all the good farm papers published in the corn belt, but find that your paper furnishes me more useful information than any other paper I read. I took your advice in regard to hogs in 1925, and in creased the number of sows kept considerably. As a result, I can truthfully say that I have had the most prosperous year since the war, having fed all the corn raised on a three-hundred-acre farm besides buying from my neighbors."

"G. J. Thier."

The above letter is just one of the many of like tenor which we receive from our subscribers. Wallaces' Farmer is not only an interesting paper to read, but it enables its subscribers to make more money on the farm through the advice it gives. The farmer who makes more money is going to have more money to spend, and when his favorite farm paper enables him to make more money, he has more confidence not only in the reading matter of the paper, but likewise, in the advertising it carries.

It is not what we say about Wallaces' Farmer that counts, but what our subscribers actually think of it. We ask those who are interested in farm papers to give us an opportunity to tell them about Wallaces' Farmer subscribers, and the value they put upon

the paper.

Our way of building circulation, namely, requiring payment in advance and stopping the paper when the time is out means real reader interest, and advertising value far beyond the usual value of volume circulation. Wallaces' Farmer gets its subscribers on the merits of the paper—and holds them, because they have confidence in the paper and the help it renders. For copy of Wallaces' Farmer and any information you would like to have about Iowa, the great state it covers, write

WALLACES FARMER

Eastern Representative WALLACE C. RICHARDSON, INC. 250 Park Ave., New York City Western Representative
STANDARD FARM PAPERS, INC.
307 No. Michigan Ave., Chicago, Ill.

lowa Member Standard Farm Paper Unit

21, 1926

The Trade Commission Takes Action Against Armour's Castile Soap

The Outcome of This Case May Affect Manufacturers of Domestic Goods Which Are Branded with the Names of Foreign Products

Washington Bureau of PRINTERS' INK A RULING that will probably affect many domestic goods which are branded with the names of well-known foreign products is embodied in a formal complaint issued by the Federal Trade Com-mission last week. The case is that of the Commission against Armour & Company, and the complaint deals with the branding of domestic Castile soap made by the company.

The status of the company as a corporation, the establishment of interstate commerce, and the facts which indicate unfair competition are set forth in the complaint. The document then goes on to define Castile soap as a product named from Castile, a province of Spain, the place where it was first made five or six centuries ago. It describes the product as a hard soap made of olive oil exclusively, saponified by lye, and containing no artificial odor or perfume. "Castile soap, as above described, has for several hundred years been made in the olive oil producing countries and distributed throughout the world; for more than 100 years it has been distributed in commerce throughout the United States and it has been and now is made in the United States and is and has been in general use by the public in the United States and in foreign countries."

The complaint then sets forth that Castile soap is considered by manufacturers, dealers and the public as a soap of superior quality, free from substances harmful to the human skin, or to delicate fabrics, of undoubted excellence and possessing desirable qualities not found in other soaps. "By the medical profession and the drug trade, olive oil and Castile soap have long been and now are considered to have the qualities re quisite and desirable for use on the delicate skin of the youngest infants and of sick or ailing persons, and they are used in medicinal preparations; and said soap and olive oil have long been and now are prescribed by said profession and sold by said trade and used by said public for many pur-

The complaint also mentions the brands of soap made by respon-dents which are branded as Castile soap, including "Dona Castile,"
"Stork Castile," "Carrara Castile,"
"Sapone Castiglia" and "Broad-

way Bath Olive Castile." wrappers of these brands are described, as are those of another group, "among which is the brand group, "among which is the brand called 'Sapone Carrara,' on the wrappers of which the said brand name was printed together with the picture of an olive surrounded by a wreath of olive branches which appeared on either side of the brand name, and on the cakes of said soap was stamped a similar representation of an olive, underneath which was stamped the Italian word 'Puro,' meaning 'pure.'

CLAIM SOAPS ARE NOT CASTILE

It is alleged by the complaint that the brands referred to are not and have not been either Castile soap or soap made exclusively of olive oil, but that the fats from which they are made include vegetable oils other than olive oil, and animal fats such as tallow in a substantial and varying amount, in some instances in a proportion preponderant to, and in others practically excluding, the use of olive oil as an ingredient.

This use of the word "Castile" as a name or description of soap sold in commerce is held to have

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the tendency and capacity to confuse, mislead, deceive and defraud both dealers in soap and the public into believing that the soap of the respondent is Castile soap, and into purchasing and using the same in reliance on that belief.

In regard to the distribution of "Dona Castile," the complaint importance emphasizes the the respondent's advertising, and quo es liberally therefrom. points out that in addition to the brand name and the illustration of woman in Spanish costume appearing on the wrapper, respondents publish in their advertisements highly in eresting and intriguing accounts of the origin, history, attributes and reputation of genuine Castile soap, accompanied by fanciful pictures of a Spanish woman charming Spanish costume. Then from ten quotations from the advertising, the following appears as a typical example:

"In Castilla, 600 years ago, they first made the most perfect toilet soap that women have ever known -Castile! The beauty, the aristocracy of Spain used it then as they do today. Then, as today, Spain was known as the land of fine women and the most ravishing complexions in Europe, and they keep the bloom of those marvelous skins so long, and so easily! They know nothing of the arts of the toilet, as a French woman does, or a sophisticated American woman. But-more important than all else -ancestral wisdom teaches them to use a soap of perfect blandness their incomparable jabon-duro-Castile."

Statements from the advertisements which are particularly objected to are those which refer to the respondent's soap as an imported luxury, and others which suggest that the product is an importation, such as "Spain gives you this most delicious of toilet soaps" and "Dona Castile, the matchless toilet soap of Spain, exquisitely refined for American women."

These claims are held to be false statements "and false representations of material facts knowingly made by respondents, their employees, agents, and representatives, with intent to confuse, mislead, deceive, and defraud the said trade and public, and they have been thereby confused, misled, deceived and defrauded, as hereinafter set forth."

Then, before declaring the acts set forth to be to the prejudice of the public and respondents' competitors, and to constitute unfair methods of competition, the complaint further alleges that the respondents, through their salesmen, advertising and otherwise have confused, misled and deceived the public into believing that Dona Castile is a genuine Castile soap, that it is and has been made exclusively of olive oil, saponified: that it is and has been Castile soan that has been refined to greater purity; and that it has been made in Spain and imported from that country to the United States for sale to the public. The complaint also alleges that the illustrations of the advertisements and the designs of the wrappers have been such as to have a tendency and capacity further to confuse, mislead and deceive.

September a Record Month for General Motors

Sales of the General Motors Corporation during September established a new record, with a total of 138,360 cars and trucks sold. This compares with 89,018 vehicles in September, 1925, and 134,231 in August, 1926. Dealer sales for the first nine months were 996,321 automobiles, against 612,047 in the corresponding period last year.

Magazine Club to Hear Ogden L. Mills

Ogden I. Mills, Republican candidate for Governor of New York, will be the speaker at the next meeting of the Magazine Club which will be held at the Hotel Roosevelt, New York, on October 25. Mr. Mills will be introduced by Trubee Davison, Assistant Secretary of War.

Leather Tanners' Account for Milwaukee Agency

A. F. Gallun & Sons, Milwauker, manufacturers of leather tanned by a vegetable process, have placed their advertising account with Olson & Enzinger, Inc., advertising agency of that city.

Stimulating a Stagnant Business by Reviving Ancient Customs

The Manufacturers of Men's Rings Are Seeking to Broaden Their Market by Bringing Back a Custom of the Middle Ages

EVERY now and then, a manufacturer with an inquisitive turn of mind finds a new use for an old product, or a customer inadvertently stumbles upon the idea for him and passes it along. Something of this sort occurred recently among a group of manufacturers in the jewelry field.

The jewelry industry, as a whole, is gradually awakening to a fuller realization of its inherent possibilities. It also is beginning to take cognizance of the fact that, to a great extent, it has been the football of other industries and other trades in the struggle for a portion of the consumer's semi-

luxury dollar.

The fact of the awakening itself is not altogether new or startling for co-operative advertising campaigns are no longer a novelty, nor for that matter, untried experiments. However, in addition to subscribing to the fund for the purpose of advertising jewelry in general, a group of ring manufacturers centered in the Newark district, got together with the idea of increasing the sale on their product in particular.

They recalled a custom, popular in the Middle Ages, but long since dropped into disuse save among a few folks of modern times who cling to the quaint method of sealing a betrothal with a ring for the fiance as well as a diamond solitaire for the bride-to-be. The manufacturers decided that such a custom, with its historic background, would be quick to appeal to the present-day public.

The first thought in the matter was to have a specific design and a certain stone designated as the proper thing for men—just as the diamond on the third finger of the left hand signifies the betrothed woman. This, however, met with some objection within the trade and was discarded in as much as it was felt that the aver-

age man would hesitate to wear any article of jewelry which would mark him as being engaged.

Therefore, after several conferences among ring manufacturers and gem dealers among whom the idea originated, it was decided that the custom be given publicity merely as "men's engagement rings" with a supplementary slogan "A Ring for Him as your Engagement Gift." The ring itself was standardized only to the extent that it is to be of gold or platinum set with the birthstone of the recipient, or with the stone of the engagement month. It was also specified that the ring be engraved with the initials of both parties to the engagement as well as the date of the occasion.

The committee for furtherance of the custom included the following men: Frederick W. Bryant, chairman, M. B. Bryant & Company, Inc.; Hugo Mayer, Mayer & Mulligan; Clifford W. Allsopp, Allsopp Brothers; Richard Goldsmith, Goldsmith, Stern & Company; Gardiner S. Bowden, J. B.

Bowden & Company.

CO-OPERATIVE ADVERTISING

The movement first took root in the Newark and New York districts and here various experiments were made. A fund was collected among the interested manufacturers for co-operative advertising, in addition to which, practically all of them featured the project in their individual business paper and national advertising-particularly the former, as it was felt especially desirable to get jewelers, themselves, alert to the possibilities of the plan. The co-operative fund was spent chiefly in advertising in conjunction with groups of prominent retail jewelers in the larger cities who, for the most part, eagerly took to the idea.

Although the available fund was small when viewed in the light of

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adnger, modern advertising appropriations, it must be remembered that men's rings have heretofore been one of the most negligible items of the average jeweler's stock. The results which have been attained from the comparatively small expenditure have more than justified the efforts and have done much to lead an industry that, with the exception of a few branches, is known for its conservatism, to new and better things in merchandising.

The campaign has served several purposes. In the first place, it has tended to distribute the sale of men's rings over the entire year, rather than allow the trade to be bulked at Christmas time. Again, it has created an untold number of sales where heretofore the prospects did not even exist. In Newark, alone, where the first cooperative campaign appeared in the rotogravure sections of the newspapers, several retailers reported that the sales of men's rings had amounted to more in a single week than in the previous year.

Lastly, and most important of all, it has given the average retail jeweler at least one definite beginning from which to work. He has long stagnated in a pool of conservatism and, only in comparatively recent years has he been aroused to the necessity for meeting the competition from other semi-luxury lines which actively sought that portion of the consumer's dollar which does not go for the less romantic but more substantial merchandise.

Now, with the advent of engagement rings for men, he has found a way to crystallize his wishes into action in a way that has proved highly satisfactory from the standpoint of direct and immediate results obtained. has found at least one outstanding way to overcome the prevalent lack of "jewelry consciousness" on the part of the public-and a group of manufacturers has learned a valuable business lesson, namely, that it is far more profitable to all concerned to create new business than to compete for the small percentage of the possible trade that will come practically of its own accord.

A Coup d'Etat for Mr. Calkins and "Printers' Ink"

CALKINS & HOLDEN,
NEW YORK, OCTOBER 13, 1926.
Editor of PRINTERS' INE:
From time to time there appears in
PRINTERS' INE a letter from an old
subscriber. As my history is a long as

From time to time there appears in PRINTERS' INK a letter from an old subscriber. As my history is a long and honorable one in connection with PRINTERS' INK, I think I too should be on record as one of your earlies alumni.

If first made the acquaintance of PRINTERS' INK in 1888 when I was elected to the editorial staff of the Knox Coup d'Etat, a monthly literary magnine published at Knox College, Galesburg, Ill. Its strange French name chronicled the stormy scenes which attended its birth. Two groups of students raced with each other to bring out the first magazine at Knox. The Coup d'Etat editors worked all night and appeared first, and named their magazine in honor of this stratege stroke of state.

PRINTERS INK WAS AN EXCHANGE.

PRINTERS INK was an exchange. I read it eagerly, and it was my first acquaintance with advertising as a business to be followed, though the Lord knows advertising was a very sketchy business in those days. That year PRINTERS' INK made an offer of a good editorial appreciation published in any newspaper or other periodical. I wrote such an editorial and printed it in the Knox Cowp d'Etst, and received my own copy of PRINTERS' INK after that. I have read it ever since. It published and paid for the first article I ever wrote on advertising—not a very good article, I admit, but PRINTES' INK itself was not so much in thee days. There has not been an issue which I have not read to some extent. So I beg to qualify as a constant reader of thirty-eight years' standing.

EARNEST ELMO CALKINS, President.

H. C. Bernsten Heads California Agency Association

At the annual convention of the California Advertising Service Association, an organization of California advertising agency executives, which was held at Del Monte from October 7 to 10, Herbert Carl Bernsten, vice-president of the Lockwood-Shackelfordompany, was elected president.

Other officers elected were: First vice-president, George Cummings, Oak-

Other officers elected were: First vice-president, George Cummings, Oakland; second vice-president, T. T. McCarty, Los Angeles, and secretary, Robert Young, San Francisco.

Buenos Aires Paper Appoints J. B. Powers

La Razon, Buenos Aires, Argentina, has appointed Joshua B. Powers, publishers' representative, New York, as its advertising representative in the United States. Mr. Ink" 3, 1926

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636% Increase

in Eight Years

\$707,000*

Farm Life's

Advertising revenue for vear 1917 compared with 1925 shows an increase of approximately 636%. Farm Life has been growing steadily, consistently and continuously.

For October and for the first ten months of 1926 Farm Life showed a gain over 1925.

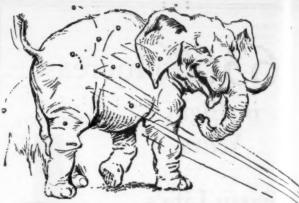
> * These figures do not include unexpired Farm and Home contracts completed by Farm Life when consolidation was effected

T. W. LeQuatte Advertising Manager

\$96,000

1917 1925

Farm Life Spencer, Indiana



Don't blame the Gun

HUNTING elephants with a shot gun loaded with bird shot would be an amusing but futile performance. Even a good marksman must use the weapon and the ammunition best adapted to the game.

When you go gunning for business through advertising, the same principle should apply. If you are after the tremendous buying power of Industry, use the industrial papers; if you want the interest and cooperation of the retail trade, use the publications that the merchants rely upon for counsel and information; if it is professional men you want to influence, put your ammunition in the technical papers—the papers that one engineer said have been "a thirty-year post graduate course for him."

These are the elephant guns that, in the hands of good advertising marksmen, are producing real business at minimum cost.

In all the chief fields of trade and industry you will find A. B. P. publications that enjoy the dominant positions. The advertising sections of these papers are the market places of their fields, and because of the high editorial standards, you will have the advantage of the largest degree of reader interest and respect.

We have several booklets that may assist you in the effective use of business papers—tell us what you want—perhaps we have the answer. No obligation of course.



THE ASSOCIATED BUSINESS PAPERS, INC. Executive Offices: 220 West 42nd Street, New York

A group of none but qualified publications reaching the principal fields of trade and industry

LA PRENSA of Buenos Aires

Cannot give A. B. C. Circulation Figures—as there is no A. B. C. or equivalent organization in South America.

But-

American advertisers, or agencies, through their representatives in Buenos Aires, are invited to verify the fact that LA PRENSA has the

Largest Circulation in South America

through an examination of its books, press runs and distribu-

In August, 1926, LA PRENSA issued a sworn statement of average net circulation.

DAILY 236,065 SUNDAY 296,442

This shows an increase of more than one thousand daily and six thousand on Sunday since May, when the last previous statement was issued.

JOSHUA B. POWERS

Sole Advertising Representative

250 Park Avenue New York

FREE: A booklet of facts "Argentina as a Market for American Products" Mailed free on request

"SOUTH AMERICA'S GREATEST NEWSPAPER"

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Call It "Price Manipulation" Not "Price Maintenance"

A Retailer in a Town of Less Than 1,000 Population Shows Up Some Weaknesses in Mr. Straus' Stand on Price Maintenance

By John B. Whalley

General Merchant, Kinsella, Alberta, Canada

THE statements which were made by Percy A. Straus of R.H. Macy & Co., before a Congressional Committee regarding mationally advertised products, have aroused great interest and, no doubt, considerable feeling and there are many to whom his views must appear somewhat incomprehensible. The inconsistencies and contradictions in the arguments he employed were very marked and one would expect Mr. Straus, occupying the position he does, to have rather more intelligence than his utterances would indicate.

Mr. Straus, however, in attempting, with considerable success, to confuse the issue by throwing out a smoke screen, knows perfectly well what he is doing. He is simply playing the old political trick of putting an opponent on the defensive by keeping him busy answering one false charge after another and to understand the reason for these tactics it is only necessary to consider the position in which Macy's would be placed if price maintenance were ever legally enforced.

Whether the object is to draw more business or simply to hold the business one already has, price cutting can only be really effective when one operates on advertised brands. This must obviously be so, since if people do not know the small price of the article concerned they cannot recognize a cut when they see one. The advertised brand, then, is absolutely essential to the price cutter and he cannot

make any headway without it.

I am aware, of course, that
Macy's does not consider itself a

price cutter-we were assured of this a number of years ago. An article in PRINTERS' INK for August 4, 1910, quoted "one of the men who formulate the Macy policies" as follows: "In the first place," he said, "Let me explain that we do not look upon ourselves as price cutters." . . "It is our business working-principle to sell everything lower than it can be bought for elsewhere in any other competing retail establishment." . . "And, so far as that goes, I may say that, looking at the matter broadly, we much prefer not to sell an article at all if we cannot sell it at a lower price than others. It was on this basis, for example, that we sold Cuticura soap at a big loss for a long period of time.'

Macy's then, is not a price cutter—we have the store's own word for it. All it does is to make a practice of out-cutting all other price cutters. As Mr. Straus says: "At times, predatory price cutters may force us to reduce prices below their levels because of our local price policy which has a very sound economic basis." Truly Macy's would be a law unto

itself.

Whatever Macy's may be, however, the price policy it has adopted means its whole future is threatened whenever price maintenance legislation is mooted. Hitherto, it has been able to laugh at the efforts of manufacturers to maintain prices, as, if supplies through the usual channels were cut off, it has always been able to obtain bootleg supplies, so to speak, of the brands concerned. If price maintenance ever became an established fact, however—having the support of the law—Macy's would have to make radical changes in policies and de-

[&]quot;An Answer to Macy's Attack on National Advertising," August 12, 1926, page 3. "Macy's Does Not Condemn Advertising," September 9, 1926, page

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pend on service and on consistent values to hold its trade, rather than work on the basis of fooling the public

I use this latter expression deliberately. The price cutter, handling advertised brands practically at cost, is forced to look for his profits to the unbranded merchandise that he sells or to private brands. Instead of cutting the price on such merchandise, he increases it and he is able to do so because the public is unable to judge the worth of such merchan-The price cutter, then, works on this basis: he sells certain goods at, or below cost in order to convince the public that he sells cheaper than they can buy elsewhere-and, having gained their confidence, he then sells them other merchandise (which he knows they are unable to value) for more than it is worth. In short, he manipulates prices in order to deceive the public in regard to values.

The claim that Macy's sells everything lower than it can be bought for elsewhere in any other competing retail establishment is, of course, a misrepresentation of the facts. If it were true it would be a simple matter for the other New York stores to work together and put Macy's out of business in a very short time. Each store could sell one line at cost—one taking dry goods, another hardware, and so on—and Macy's, if it met these prices, would thus be selling everything at cost and have no margin whatever on which to work.

Actually, its policy, of course, is to cut nationally advertised goods to the bone to attract people to the store and then try to sell them other merchandise which carries This exorbitant profits. proved by Mr. Straus in the evidence he gave before the Committee. Nujol, for example, is sold for 54 cents although it costs 57 and the reason for this, no doubt, is that some competitor featured Nuiol at cost and Macy's, in line with its policy, cut it to 54 cents, losing 3 cents a bottle. What it pushes, however, is its own sub-stitute brand which sells at the same price, 54 cents, but only costs

32 cents. Dioxogen is sold on a 28 per cent margin (on costs) and a substitute product on 65 per cent Royal Baking Powder sells for 42 cents, 5 cents more than it costs, and Macy's own brand, costing 26 cents, sells for 54 cents—the price being more than doubled. This system of fooling the public

is becoming far too common a practice and I think that anyone who has any principles will agree that it is a most undesirable practice. Misleading advertising has been the subject of legislation. Is not this manipulation of prices, with intent to deceive, equally objectionable? Or is retail business to be allowed to degenerate to a Barnum & Bailey basis, worked on the principle that a sucker is born every second?

To make this the subject of legislation may appear a difficult thing to do but price maintenance and price manipulation are antagonistic and, to prevent the one, it is only necessary to enforce the other. A price maintenance bill, then, would be an excellent thing but the term itself is an unfortunate one and another should be chosen. To so many people price maintenance is synonymous with high pricesthey imagine that the one must necessarily involve the other, forgetting that the manufacturer who sets his prices too high would

simply put himself out of business. Further, price maintenance is too often regarded simply as a form of protection for the manufacturerwhereas the prevention of price manipulation (through price maintenance) is a protection, too, for the public. As any bill of this nature must first be sold, so to speak, to the public, it would be much more likely to gain wide support if the name were changed and it were called, for example, a bill to prevent the manipulation of retail prices. If such a bill were introduced it would be extremely interesting to see what evidence, if any, Mr. Straus would produce to prove it contrary to the public interest. He would have to hope that much of the evidence he gave at the previous inquiry had been forgotten.

-Preferred Circulation in a bustling market!

Argentina is acknowledged to be one of the most promising markets in the world for American goods because of its tremendous and ever-increasing purchasing power. (Imports from the United States for 1925 showed an increase of 23% over 1924.)

LA NACION, because of the prestige which it has succeeded in building up for itself in that market, has been able to acquire the good-will and support of the stable and substantial elements of the nation, who desire a newspaper governed by sane policies, yet embodying every progressive tendency in modern journalism.

LA NACION is, of course, proud that it has the LARGEST circulation of any newspaper in South America; but what is even more pertinent to a discussion of advertising in Argentina, is the fact that it has a preferred circulation.

This circulation is duly AUDITED, CERTIFIED and the results published. For this purpose the services of the following well-known accounting establishments are engaged: Deloite, Plander, Griffiths & Co.; Price, Waterhouse, Saller & Co.; and Arturo R. Zoppi, the national public accountant.

This audit is along A.B.C. lines and is the only certified audit made of the circulation of any newspaper in Argentina—in fact, in all Latin America.

LA NACION, in this as in every other progressive step, (including the publishing of the first rotogravure section of any newspaper in South America and the first comic strips ever published by a big newspaper), leads the way.

LA NACION has the largest and best circulation of any newspaper in South America and is the medium "par excellence" for reaching the substantial citizens of a bustling market—Argentina.

"Ask LA NACION about Argentina"

Editorial and General Office in the United States: W. W. DAVIES Correspondent and General Representative 383 Madison Ave., New York United States Advertising Representatives S. S. KOPPE & CO., INC. Times Bidg., New York Telephone: Bryant 6900

Write for "Advertising in Argentina" and "Certified Circulation," by Dr. Jorge A. Mitre, Publisher of LA NACION.

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Can Manufacturers Afford to Be Too Independent?

A Retailer Whose Store Has Been Established for More Than One Hundred Years Discusses an Important Question

MY DEAR MR. MANUFACTURER:
My cutlery store is located
on a busy corner in a large city,
and my windows are filled with
nationally advertised merchandise.
As a matter of fact, practically
every article in my store is backed
by national advertising.

This is by way of introduction, to show you that I am firmly behind you as a national advertiser.

I believe I know a great deal about your problems, for I have had long contact with leading manufacturers, and my contacts have included small and large producers, old and new. Among the firms with which my grandfather, my father and I have done business during the 100 years this store has been established are many which today are large and prosperous. Others have long since passed out of existence. I have had, therefore, ample chance to study the whys and wherefores of manufacturing successes and failures as related to dealers.

This letter is designed to place before you just one angle of dealing with retailers. And I am writing the letter direct to you because I sometimes doubt whether you realize, or even get close enough to your outlets to know, that your representatives in various departments very often are so independent in their attitude to the retailer that we do as little business with your concern as we pos-

sibly can.

I want to raise the question of whether you, as a manufacturer, can afford to be so independent in your dealings with retailers that you lose, not only the sales potentialities built by your national advertising, but also lose actual sales and dealer co-operation and open an easy channel through which your competitor can sell his merchandise.

Can you afford to go to dealers with your national advertising and use it as a club to compel us to buy at your terms and take whatever slight meed of service your representatives deign to give us? Can you afford to tell us to go jump in the lake when we ask for something out of the ordinary, or even just for something in the regular line of business?

Probably you do not even know that your company is paying the price of too much independence, so let me get down to cases and give you a few instances of recent happenings which will illustrate the sort of thing that may be going on with neither your knowledge nor

your consent.

. THE TIME COMES FOR SERVICE

An agent for a nationally branded line of clocks and watches located in my city has been after me for some time for an order to fill in my stock with his goods. He has not yet had an order. But the manufacturer of a Swiss clock has had several orders. This is why.

A young man bought one of the agent's clocks, of which I had a full complement on my shelf at the time. A few weeks later, the young man came back to me and said that he had sent the clock to his mother in Detroit for a birthday present, and that she had written him it did not keep time. I suggested that he have the clock sent to us so we could take the matter up with the manufacturer and get it adjusted. A week later, he brought the clock in. We sent it to the factory.

Back it came in due time, and it

Back it came in due time, and it was shipped to the mother in Detroit. A few weeks later, the young man told us again that it was not running properly, and once more we had him send for it and bring it to us to return to the factory. We apologized for the trouble, and assured the customer that the nationally known name was guarantee for his satisfaction.

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The Circulation of The Los Angeles Evening Herald is 196,050,* which is greater than any other daily newspaper in the entire West -and much more than both other Los Angeles evening papers COMBINED -and an increase of 13,737 in the last six months.

*Government Statement, September 30, 1926.

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Campbell's Sour in 4 Colors for

A \$265,000 Order!



THE Campbell Soup Company's advertising will pear in every issue of Liberty during 1927—mothan double the space used this year. This advertise a shrewd buyer. By contracting for space before November 1st, when advertising rates will be creased, the Campbell Soup Company saves \$26,50

YOU ALSO CAN MAKE A GREAT SAVING

BY ORDERING SPACE BEFOR THE NEW RATES GO INTO EFFEC

busuys 53 Pages fo 927 in LIBERTY

FINAL NOTICE!

DVERTISING RATES GO UP NOVEMBER 186

WO YEARS OLD and ALREADY SECOND in Advertising Lineage

| 100,000 200,000 500,000 400,000 500,000 | 600,000 700,000 800,000 900,000 |
|---|---|
| Saturday Evening Post | 3,106,049 Lines |
| LIBERTY | 818,690 |
| ladies Home Journal | 759,350 |
| Literary Digest | 661,628 |
| Good Housekeeping | 582,807 |
| Woman's Home Companion 480 | 1560 |
| Colliers 421,807 | LIBERTY has already announced |
| American 392,476 | it printed more advertising during the first six months of 1926 than |
| Pictorial Review 331,313 | any other magazine of general char- acter, with the exception of The Saturday Evening Post. Library has |
| Osmopolitan 299,770 | not only held second place during July, August and September also, but increased its lead over the 3rd |
| M ^c Calls 296,945 | magazine by more than 50,000 lines. This chart shows Lizzary second |
| PRINTERS' INK | in advertising lineage from January, 1926, to September, 1926, inclusive |

Liberty

A Weekly for the Whole Family

Park Ave.

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General Motors Bldg

705 Union Bank Bldg. Los Angeles Tribune Square Chicago

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We tried again to get the clock repaired properly, and once more it came back in poor condition. So, to prevent further loss of time to our customer, we took a new clock off the shelf and gave it to our customer. Then, we waited for our friend, the agent, to come around for his order.

He came, and he wanted his order. Fine, we told him. All he had to do to get the order was to see that the returned clock was put in salable condition. But he could not see that. If I would give him the order, he would fix the clock. I stuck to our point of no repairs no order. Finally, I pointed to a shelf of Swiss clocks.

"I would rather sell yours than those, but if a customer comes back with one of those," I told the agent, thinking that possibly I could make him realize how arbitrary his stand was, "we send the clock to the company and get a new one to replace it, at once and with no stalling."

The agent pooh-poohed.

"What's the idea of carrying foreign made goods anyway," he demanded. "Where are you making your living? In Europe or America?"

I laughed at him.

"Don't worry, I'm patriotic all right," I said. "But I'll sell a Chinese clock if it gives me a profit and the company gives me some service. Run along with your flag waving. It's old stuff."

So, Mr. Clock Manufacturer, your national advertising is going to waste on a very productive corner, because I have not given an order to your agent. Too, the Swiss competifor of yours, who gives me good treatment, is selling a pretty big number of clocks just because your agent is too independent to make good on a poor piece of merchandise and thinks his national advertising club is heavy enough to beat me into giving him business. He is independent, all right. But does it pay you?

A second case is another illustration of too much independence. It is typical, as is the clock episode, of many other cases the re-

tailer faces daily.

A salesman for a cigarette lighter that sells over the counter for \$10 breezed into my store recently and tol' me his story with the air of a man who knew he had me before he opened his mouth. This lighter was covered by patents that made it impossible for anyone else to get out anything at all similar, he enlightened me, and the thing was selling like hotcakes. I would simply have to buy, because there was no way out. Demand forced me to,

I debated whether to take on any of the lighters, but decided that even though they were a craze which I believed to be merely temporary, I ought to have some on hand while the craze lasted. So I said I would take a half

dozen.

Not a chance!
"I'm sorry, but you'll have to order a dozen. That's the smallest order we ship," I was blandly advised.

I ordered the dozen.

ONLY NINE TO A DOZEN

Then—when they arrived from the factory there were only nine—showing that it was not necessary to order a full dozen, as the salesman had stated. On top of this, a certain model was not included in the shipment, though it was included in the order. So I telephoned to the company offices.

When I finally got someone who could talk, I told about the mistake that had been made.

"But that can't be," replied the voice, "because I packed that particular order with my own lily white hands." (I quote exactly!) "Are you the shipper?" I asked.

"Are you the shipper?" I asked.
"Of course not. I'm assistant
to Mr. So-and-So."

"Nevertheless you packed this order with your own lily white hands?"
"With my own lily white hands,"

came back the supercilious voice.
"Well, that's the bunk," I declared. "And what are you going
to do about it?"

"You'll be billed for what I sent you and we'll expect you to pay." That did make me mad. In a

That did make me mad. In a hundred years of fair business dealings we certainly have earned

"Taking the Guess Out of Advertising"

A New Pamphlet by CLAUDE C. HOPKINS

Claude C. Hopkins, author of "Scientific Advertising," "Safe Advertising," etc., has written something new on this subject. It will be mailed on request.

Mr. Hopkins has for many years, in the high places of advertising, practiced and preached the principles of efficiency. These include known cost and result. They mean making certain that one is right before he goes very far. Then they mean accurate comparisons of many ads and methods to ascertain the best course.

These principles were never more important than today. With the high cost of advertising and the fierce competition, one can hardly hope for success, save by accident, without them. And the man who succeeds is likely to waste a large percentage of his expenditure. The margins in advertising will no longer permit big mistakes and extravagances. Efficiency must come to this line, as to all lines.

At least \$100,000,000.00 has been spent in advertising under Mr. Hopkins' direction. His many successes, among the greatest in advertising, give import to the principles he advocates.

Mr. Hopkins is now associated with Kling-Gibson. He is here to discuss advertising efficiency with present or prospective advertisers, and with no suggestion of an obligation. Hundreds of advertisers have gained by such an interview an entirely new light on advertising. And most of them have learned the way to more profitable endeavors.

Please ask us for this booklet, "Taking the Guess Out of Advertising." Then if it leads to a wish for more information, let us know.

Make a note to ask us for that book.

Kling-Gibson

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PLAIN

The Front Door

225.22

average Paid Circulation of the Morning Plain Dealer for 6 months ending Sept. 30, 1926

For 85 years The Plain Dealer's circulation has represented the only type of home-contact er that builds business through newspape advertising. A newspaper that enters th home as other friends do, through the from door; that stays there because it's a decen las friend to the seniors and a clean and whole some one to the juniors.

Because most folks are clean-minded, an like attracts like, The Plain Dealer now ha the largest and most responsive circulation

The Clevela: in Cleveland and Northern Ohio-0

J. B. WOODWARD 110 E. 42nd St. New York

WOODWARD & KE 350 N. Mich. Ave., Cl Fine Arts Bldg., De

its history-225,227 on week days and 3.431 on Sundays, a seven-day average rculation of 230,655.

he 230,655 families reading the Daily and unday Plain Dealer form the Largest Single uying Group between New York and hicago. They spend or save 600 millions year.

latio ferchants and manufacturers may enter the ontag ont door of these 230,655 homes—may stay spape here and get their share of the 600 millions rs there disbursed every year—through adverfrom sing in The Plain Dealer-Cleveland's lecer saster Salesman.

average Paid Circulation for the Sunday Plain Dealer for 6 months ending Sept. 30, 1926

LONE~One Cost Will sell it

J. BIDWELL CO. Times Building Los Angeles

R. J. BIDWELL CO. 742 Market Street San Francisco, Cal.

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some respect for our honesty, even if we are only retailers whereas this man was working for a prominent manufacturer.

"All right," I said. "Our store is on such-and-such a corner. Where is your own big retail store?"

"Three blocks up the avenue," was the answer.

"Fine! How will you like it when I fill my windows with your \$10 lighter priced at \$7.50 and run an advertisement telling why?"

I hung up. In a few minutes, minus his independence, the assistant to Mr. So-and-So telephoned to say that we were being given credit for the error.

But what of the other retailers who, caught on the dozen order hook and not getting what they ordered, were not in a position to fight this manufacturer's pendence as we were? swer to that came a few weeks ago when another manufacturer came along with a similar lighter, differently patented but looking for all the world like the \$10 one, to sell for \$7.50. I think the other retailers did just as I did-bought the new lighter and let the independent manufacturer pay for his previous independence.

A couple of cases more of too much independence.

The salesman for a line of vacuum bottles came to us, and using his national advertising backing, told us there was no discount on the line. Take it or leave it. We left it. Finally, he gave us the discount, and then we found that everyone else in the neighborhood was getting it. Naturally, we are not very trusting now when that salesman comes to

us with any proposition.

Another salesman brought in his line of merchandise. We liked it and were willing to take it on. But his price was prohibitive, and we told him frankly that we could not make any money handling it.

With a flourish he left us, telling us we'd be forced to carry the goods—"they're advertised and there's a big demand for 'em."

Soon afterward, we took on the line of a rival manufacturer and made a profit. Then, having seen

that two could play the independence game, the salesman was forced to come back to us. He gave us 25 per cent off. Today, we are getting 40 and 10 off. And we still are carrying the rival goods which never would have got on our shelves if the first company had not let its salesman be so independent.

ALL COMPANIES AREN'T TOO INDEPENDENT

Such conditions do not exist with the old, advertised lines that have stood the test of years, and I am forced to believe that fair play to all retailers and a real desire to give the best treatment possible is a great factor in the success of such established companies.

The Remington Arms Company, for example, large as it is, will send a special man with an order to my store if I phone the day previous and say that I can make some extra sales on certain merchandise if the company can get me the goods by a stated time. The same for the Zeiss company.

The Eastman Kodak Company, in spite of its vast organization, which certainly would become impersonal if anything would, the trouble to write and thank me because I let the company know that one of my customers did not receive the concern's magazine that goes to Kodak owners.

Henckels, German manufacturer of cutlery, went direct to its factory to make certain changes in the assortment of sets when I suggested that the changes would benefit my business. And that company not only had the factory officials thank me. but this year the firm came out with a new line of cases which they give me credit for suggesting.

Another leather goods house in Philadelphia which forgets independence and treats me as an equal is so firmly intrenched in my store that no other manufacturer can come within a block of my place.

These manufacturers get maximum results from their national advertising, because my store handles and pushes full stocks of

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their merchandise; second, they get many sales that you independent manufacturers do not get, for I recommend their lines with full assurance that they will stand behind them if anything goes wrong; third, they sell their new lines to me with little resistance, because I know they will do their new business along the same fair lines as the old; fourth, they are safe from price cutting by competition, because our hundred-year reputation of standing by the man who stands by us frees them from worries about whether a competitor can cut them out with us.

Without attempting to do more than indicate what I have observed to be a factor in a manufacturer's successful dealings with the re-tailer and to point out something that you may be overlooking in your organization, I ask you:

Can you manufacturers afford to be too independent?

Helped Banker-Retailer Make Advertising Conversion

HAMP WILLIAMS HARDWARE CO.
HOT SPRINGS, ARK., Oct. 11, 1926.
Editor of PRINTERS' INK:
For several years I have been convinced that advertising is necessary to succeed in business of most any kind, but I have been unsuccessful in convincing all our managers of that fact. The article by John Poole, "Are There Too Many Advertised Brands?" in your September 16 issue, is very good. One outstanding point in its favor to me is the position held by the writer. His being president of a large bank in a great city attracted me and caused me to read the article.

I read it believing, too, that he could give me some practical thoughts on advertising, and he did. His first illustration impressed me. He said: "The bank with which I am associated has been constantly advertised since its organization and the development and success of the institution are largely due to the paid publicity we have used but I have been unsuccessful in con-

due to the paid publicity we have used in making our service features known to the public."

I take it that Mr. Poole is a big man, in the common way of expressing it, else he would not be at the head of a big bank in a big city like Washington, D. C. To me he is authority, having had experience and being successful.

It has only been in the last few years

in these parts that our banks have adin these parts that our banks have advertised very extensively. It seems that Mr. Poole's bank has advertised all along, but there are a lot of them just beginning to see the light.

I am president of a small bank in Hot Springs, opened one year ago. Its

deposits today are nearly ten times its capital stock. I attribute a good portion of its success to advertising.

Mr. Poole says his bank advertises its customers; the thought. He says again: "A prospective borrower who is a successful advertiser will receive more favorable consideration from the average bank than will a non-advertiser." I believe it, because further on

tiser." I believe it, because further on in his article he proves it.

No man ever spoke a greater truth than did Mr. Poole when he said: "Advertisements today are instructive and educational. The wonderful story of business is effectively told by both picture and the written word." We all know that is true. The retail merchants of this country are finding out that it is true. Think of a mail-order house in Chicago through its advertisements selling my trade merchandise nouse in Chicago through its advertise-ments selling my trade merchandise which I carry in stock while I sit and wait and wait for my friends to buy my goods; presuming that they know what I carry and the prices I make. But they don't know, and they are not going to trouble themselves to find out especially so long as they have a

not going to trouble themselves to find out, especially so long as they have a catalog right in their home describing each and every article of merchandise they need, and its price besides. It is quite interesting, I imagine, for the family to gather round that big book which tells the story "by picture and the written word" and make up an order for their winter needs. Each member of the family is consulted. It is a business meeting. That is better and much easier than to go to a half

member of the family is consulted. It is a business meeting. That is better and much easier than to go to a half dozen stores in town to get supplies, and especially when they don't know what we have nor the price we ask.

If I could lay my advertisement down on the table alongside of that mail-order book, the family might decide in my favor. I rather think they would. I believe they would give me preference. Would hate to think that I had sold goods in this country for more than thirty-one years and that they would not give me preference. You haven't the time, Mr. Editor, to read all that I could say about Mr. Poole's article as to why it impressed me. To say no more, I took it and sold it to the managers of our business. Mr. Poole rendered me a real service.

Mr. Poole rendered me a real service in his article.

HAMP WILLIAMS.

New Accounts for Hurja-Johnson-Huwen

Keystone Radio Laboratories, The Chicago, manufacturer of Keystone radio sets and radio accessories, and the American Radio Engineers, Chic-ago, correspondence course in radio engineering, have placed their advertising accounts with Hurja-Johnson-Huwen, Inc., advertising agency of that city.

Trade papers in the radio field will be used by the Keystone Company. Radio and technical publications and general magazines will be used for the second account.

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Growth!

Dictates Endorsement of Companion By America's Most Successful Advertisers

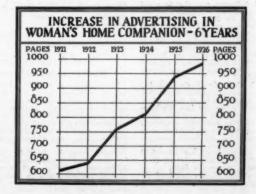
ITH an increase of more than 59 per cent in advertising volume—a gain of over 360 pages in 6 years—the unqualified endorsement of the Woman's Home Companion by advertisers is of compelling significance.

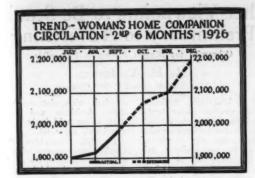
And so are the basic facts and figures behind it.

12 Years' Progress

For example—the consistent increase in Woman's Home Companion circulation—from less than 900,000 in 1915 to over 1,900,000 in 1926. A gain of more than one million copies in 12 years—at the average rate of nearly 100,000 copies per year.

And again the progress of the Companion right now—a more impressive growth than any preceding one in its history—and which establishes the magazine today at the highest and best point in its career.





In July the Companion carried the announcement of its editorial program for the next 12 months—and its new price of ten cents. What happened? July showed a circulation increase of 81,000 over June.

And 6 Months'!

But that's only part of the story—for September shows a further gain of 85,000 copies over July—with estimates for December indicating a net paid circulation in excess of 2,195,000 copies!

And as every advertiser knows, this striking growth has been largely registered during the so-called "dull season" in magazine selling.

Thus with the Companion at the very height of its recognition as the most important and distinguished publication in its field—and an editorial program the most brilliant in its history—more manufacturers than ever are taking advantage of the tremendous selling force it puts back of their merchandising operations.

WOMAN'S HOME COMPANION

THE CROWELL PUBLISHING COMPANY-New York

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Other Viewpoints to Be Studied Preliminary to Advertising

Otherwise the Biggest Success Is Impossible

By H. A. Barton

Vice-President, Albert P. Hill Company

OUIS PASTEUR, undoubtedly the greatest experimental chemist of the last century, took the viewpoint that every transmitteble disease was the result of inoculation by an invisible microbe. This point of view was in direct opposition to the long accepted point of view of the medical profession. One famous medical authority of that time is responsible for the statement that if Pasteur kept on with his bio-chemical experiments he would

ruin the practice of medicine.

Without a doubt, it was desirable for the medical profession of the decade between 1870 and 1880 to hold to the conservative point of view with regard to surgical and medical practice. It was a mat-ter of self-preservation. But the worst fault of the human mind is to believe persistently in a thing because that thing is desirable for the sake of its comfort and peace. I admit that it is never a com-fortable feeling to have to change your viewpoint after you have held to it over a period of years and I do not wish to be understood as one of those radically minded persons who believe that a fresh viewpoint is always desirable. For I think we have all been victims of the temptation to change our viewpoint only to find that in the end our original viewpoint was the right one after all.

In planning an advertising campaign, however, I do believe, in this age of research and investigation, that it is a far wiser thing to give our attention and inquiry to all possible viewpoints and then after a disinterested, impartial balancing of values to arrive at that judgment which either the facts or our common sense dic-

Viewpoints vary with men and

as their viewpoints vary so will decisions and judgments their vary. Our cold logic is basically emotional, after all.

I read somewhere that the Quaker storekeepers of a century ago never asked for their merchandise a price higher than they would take. That is, they held fast to the one price policy. This viewpoint with regard to merchandising was, even in those days, in direct opposition to the usual practice and was subjected, of course, to a good deal of scorn, criticism and ridicule. But I was not surprised when I learned that these Quaker merchants began to get rich in spite of the fact that they were supposed to have m merchandising shrewdness.

BEECH-NUT MEETS A PROBLEM

Another instance of a radical viewpoint with regard to mer-chandising comes to mind from my own experience when writing advertising for the Beech-Nut Packing Company. Shortly after the beginning of the World War, the supply of chicle from Brazil was shut off. The Beech-Nut Packing Company needed that pure Brazilian chicle to keep up the quality of Beech-Nut Chewing Gum. The executives of the company were face to face with a dilemma: Shall we continue the manufacture of Beech-Nut Chew-Gum, using whatever ingredients we can secure or shall we stop the manufacture of Beech-Nut Chewing Gum until we can secure the genuine Brazilian chicle? At this particular time, Beech-Nut Chewing Gum was making phenomenal strides in the face of severe competition so that to stop the manufacture of this product meant losing almost all that had been gained. What was so will digments basically

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the decision? Was the viewpoint one of Quixotism, idealism or folly? Judge for yourself. The executives of the company, without hesitation, decided to stop manufacturing Beech-Nut Chewing Gum until the genuine ingredients could be used. Judging from the volume of sales enjoyed in this current year, 1926, I am convinced that this super-sensitiveness on the part of the manufacturer was not Quixotism or folly but sound, common sense.

How does it come about, then, that a "get-the-money-in," quick-profit viewpoint seems attended with success? The answer is simple. There always has been and I suppose there always will be in this country a new quota of ignorance. By that I mean every few years seem to supply us (by immigration, non-assimilation and isolation) with a certain number of people who do not think for themselves. It is this group of people who are being exploited by inaccurate and unscrupulous advertising. It is this group that can be told what to think and when to think by the long profit merchant or speculative manufacturer who looks upon advertising as an opportunity for personal propa-

Those of us who have learned to give thought to the statements of these so-called advertisers have come to learn that a bargain price very closely represents the real value of an article, regardless of claims. A low price means low value. It must mean low value.

Experience teaches us that if a piece of merchandise has par value, the merchant or manufacturer can readily sell it at a par price. know that business men are in business to make money and that good merchandise is like good collateral with a more or less constant market value. We realize that if the original price cannot be maintained the original value has But, decreased. unfortunately, there are millions of people who take a different viewpoint.

There are contradictory viewpoints in my own business—the advertising agency business—with regard to values, even with regard to the probable future value of some of the men who write ad-

vertising.

I recently read an agency executive's complaint that he had seen one of his most brilliant copy writers come in that morning with a volume of Chekov's Russian Plays under his arm. His point of view was that if this copy writer spent his extra time reading Russian drama, he would have mighty little time to give to the study of successful advertising.

I do not know all the circumstances of this particular case but I am inclined to feel that my viewpoint might be a little different from that of the executive mentioned. In the first place, the young copy writer's interest in literature would seem to me to be indicative of a spirit of growth, personal development. would make me feel that here was someone who was thinking beyond his position, who was seeking to know more about people; not only the American people but the people of Russia. It would make me believe that this young man was not interested particularly in Russian literature but perhaps in the great achievement of every civilized nation and that as a result of his reading, he would at some time become possessed of a wide knowledge of human behavior that would enable him to understand people, their ways of thinking and why they think as they do.

ADVERTISING NOT UNDERSTOOD BY ALL

Even the subject of advertising itself which we in America have learned to accept as a positive economic force is constantly subject to criticism, contempt and skepticism from those who either make no attempt to understand its laws or by those who attempt to judge the work done by the whole machine from the operation of its faulty parts.

In a recent speech, one of the most celebrated scientists of this age made the following statement: "The standardization and increased productivity of this age has played

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its part by releasing more labor for propaganda; under which head are included the motion picture, the press, politics, religion and advertising." Our poverty has in this case, at least, given us strange bed-fellows.

Another negative viewpoint with regard to the ultimate value of advertising comes from the pen of an eminent biologist in Oxford University. In a recent book he said: "American advertisers have already employed eminent psychologists to instruct them in the technique of producing irrational beliefs." In other words, this scientist who has been trained since boyhood to reject every kind of prejudice in his experiments, really believes that it is the purpose of advertising to make the worse appear the better in the eye of the reader.

GET THE VIEWPOINT FIRST

I have taken some pains and possibly too much space in outlining contrasting points of view with regard to advertising and its allied subjects. You may be wondering by this time why I have been so round-about, why I have written all this more or less irrelevant and impertinent discourse about viewpoints. I have done it because I wanted in some way to call to your attention the importance of establishing a viewpoint before planning your advertising. We hear a lot, lately, about "facts and lot, lately, about "facts figures," "statistical data" and "scientific" research in advertising but I am ready to confess that I cannot apply the principles of advertising to these facts and figures unless my client and I agree in every particular with regard to the point of view we are to take. I cannot discuss advertising with him unless we approach the subject from the same point of view. If we are to adopt the short-sighted, get-rich-quick viewpoint which worships the idol of Quick Returns, I am afraid that the principles of advertising which I believe in, will not be of any help.

Of course, the question naturally arises, "Well, what is the truth with regard to advertising?"

Advertising is truth-telling. Advertising pays a business, a community or a nation only when it encourages people to buy that which enables them to make an increased economic return to the community in which they live. And when I say "economic" I certainly include true happiness as a factor.

This is my viewpoint. Perhans it is yours. But we are conscious of so many viewpoints that are directly at variance with our own that I often wonder just who is right and who is wrong. For myself, I have come to the conclusion that there is only one way to judge the truth and that is to see a lot that is false. The same principle holds true when we make judgments in any field. The only way in which you can give your criticism on a book or a work of art or a piece of machinery or a building is to have read a lot of books, to have seen many works of art, to have operated a lot of machinery and to have at least witnessed the building of many buildings.

That is why I was so particularly interested in the beginning in presenting a variety of view-points. For it is only from the counter-balancing, the comparison of a great number of viewpoints that we can arrive more closely at the truth. Our method here becomes almost scientific. We no longer accept a dictum from some authority and proceed with this as an hypothesis. We go out into the field and make research and investigation and bring home thousands of instances and from those many instances gradually induce a principle that guides us to the truth.

I often wish that manufacturers, jobbers and dealers would try to get one another's viewpoint with regard to the inter-relationship of marketing and selling that unquestionably exists between them.

I wish that they would come to recognize that there is an obvious concatenation of cause and effect as a result of every action they take in the business field. Here we have a great system of

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economics, proceeding, like any other rational system, from cause to effect, which can only be understood after we begin to understand it as a whole rather than a few isolated instances, here and

SEEK FOR FUNDAMENTALS

Unless we do begin to understand that the interests of the manufacturer, dealer and jobber are related; that is, related each to the other, we are a good deal in the position of the man in the old story who, walking along a very muddy road, stumbled over a hat. He picked up the hat and found under it a head. He dug the mud away from the head and a man half emerged. The traveler said: "Heavens, this is an awfully muddy road, isn't it?" The man in the mud said: "Yes, but I think the fellow on whose shoulders I am standing knows more about that than either one of us." The moral of this story is that

just as there were three different points of view with regard to the mud-the superficial, the middle and the bottom-so there are three points of view with regard to any business problem, the superficial, the middle and the rock bottom.

Almost every manufacturer who professes to conduct his advertising on a modern basis, has proceeded somewhat along the lines of the following program:

A MANUFACTURER'S TYPICAL ADVERTISING ANALYSIS

1. The Product

a. right quality b. right size, package, etc.

c. fair price

2. Combetition

a. personnel b, money power

methods

3. Development of Viewpoint a. quick return on investment or

b. build a permanent business

4. Distribution

a. national, regional, local h. easy to get c. hard to get

why?

5. Sales Methods and Salesmen

a. territories

b. quotas c. resistance (high, low)

d. why?

6. Advertising

a. trade or consumer or both b. who are my prospects?

c. where?

d. through what advertising medium shall I reach them? e. what shall I say?

Now in order that the jobber or retail merchant may put himself in possession of the same facts and the same advertising system that is being used by the manufacturer from whom he buys, I suggest that he examine this program to find out whether or not there is anything in it that he can use in his own business. I am sure that he can at least begin to understand something of the manufacturer's problems and find in them a reason for his policies.

So much for the jobber and retail merchant. Now for the manufacturer. The most important problem before American business today is no longer producing but the problem of marketing and selling. Any manufacturer who feels that he can use the jobber and the dealer as dumping places for his production is making a mistake from which, in this age of fierce competition, he cannot expect to recover. If a manufacturer adopts a manufacturer-to-jobber-to-dealer system of marketing, he is face to face with a great truth and that truth is this: Each factor in that distributive system is as important as the other and his responsibility by no means ceases when he has placed his output in the hands of his first-line distributors.

If a manufacturer in the hurlyburly of production visualizes an individual dealer and is tempted to feel that the individual dealer is relatively and numerically unimportant, he is suffering from a great delusion which forecasts failure. The whole second-line distributors or retail merchants are made up of 1,500,000 individual retail merchants. If they are important when viewed in the aggregate of one and one-half million, they are important when visualized as one individual. whole is always a sum of its I am constantly recomparts. mending to manufacturers that they make every effort to follow through with their advertising programs, giving co-operation and support at every point until they feel they have actually brought about a condition of unchecked demand from the ultimate consumer.

I would feel that American business had progressed far if I could assure myself that the majority of manufacturers took this much interest in giving cooperation and support to their dealers. I should also feel more optimistic if there were more manufacturers who were willing to make detailed and sympathetic study of the dealer's problems so that they, in turn, could provide themselves with the dealer's view-The manufacturer and his salesmen would then begin to realize that there are vital reasons why every dealer cannot be sold the quota of goods which the sales manager, in his swivel chair in the office, has obligingly established for him. That manufacturer will profit greatly and learn much, who understands that the retail merchant is confronted with some, if not all, of the following problems:

WHAT THE MANUFACTURER
CAN LEARN
FROM THE RETAIL MERCHANT
1. Limited Stock
2. Limited Space
3. Varied Call

Personal Responsibility
Not Obligated to Anyone
Does It Sell?
Seasonal Limitations

6. December 2. Seasonal Limitations 8. Wants When He Wants It 9. Heavy Stocks Unnecessary Today 10. Margin Problem 11. Clerk Problem of merchandise 10.

11. a. ignorance of merchandise b. lack of interest

e. not representative of policy 12. Retail Advertising Must Sell Merchandise and Store Too Retail Advertising Must Exactly Meet Need of Locality

I have tried to give graphic evidence that a problem in advertising can seldom be solved from one point of view. I am convinced that a study of all possible viewpoints is necessary. That is why my own viewpoint today with regard to advertising is still experimental; why it will always be experimental. All I have written is, I hope, direct evidence of an increasing desire to go out into the field and find out what is the truth with regard to a problem. Often when I am given an interview with a prospective advertiser I am asked, almost at the very first moment, to give my opinion or recommendation as to what ought to be done. I know that it is surprising and perhaps disappointing to some of these men when they hear me say, "I don't know."

But this, after all, is the truth. No man can recommend a sound plan for advertising unless he does know the whole truth about the prospective advertiser's business. A knowledge of the viewpoint of every one of the selling factors is necessary including the viewpoint of the ultimate consumer. Until these viewpoints are balanced, inter-related, compared, there can be no conclusion that I would look upon as the Truth.

H. E. Ball Heads Illinois Publishers

Harry E. Ball, of the Whitehall Register, was elected president of the Illinois Press Association at its sixtyfirst annual gathering at Urbana, Ill. He succeeds W. J. Smith, of the Wau-

kegan San.
W. W. Loomis, Des Plaines Citizes,
W. W. Loomis, Des Plaines Citizes,
a elected first vice-president; W. J. was elected first vice-president; W. J. Seil, Grayville Mercury, second vice-president, and C. R. Denson, Minonk News, third vice-president. H. L. Williamson, United States Publishing Company, Springfield, was re-elected secretary, and Gerry Scott, Wyoming Post-Herald, was made treasurer.

About 200 editors and publishers About 200 editors and publishers attended the meeting.

G. H. Riddell with Gorham Decalcomania

George H. Riddell, formerly president and general manager of the Domestic Sewing Machine Company, New York, has become associated with the Gorham Decalcomania Company, Inc., New York, as treasurer. The Gorham Company formerly was the Globe Decalcomanie Company.

Bond Account for Seattle Agency

Hall & Emery, Inc., Seattle advertising agency, has been appointed to direct the advertising of the Grover C. Winn Company, Seattle, bond house. Newpapers in the Northwest territory and magazines will be used.

John S. M. Masse Agency Norman P. Grant, formerly with the Holford Bottomley Advertising Service, Ltd., London, England, has joined The S. M. Masse Company, Cleveland S. M. Masse Company, Cleveland advertising, as a copy writer. T. P. Butler has joined the art department. How to take the Temperature of the U.S.A.

How would you test American public opinion on a serious subject? Short of taking a complete poll of the country, is it possible to find a reliable cross-section of the more intelligent part of our population?

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Where are the 41,0 the Opini

THE 9,809,063 families who have residence telephones are obviously the more alert family units of American life. They must have risen above the dead level of existence in order to afford this primary convenience. By putting in telephones they prove that they want, and are bound to have, contacts with a wider circle.

Get the opinion of the telephone subscribers and you have the genuine and influential public opinion of the nation.

But to question 9,809,063 telephone subscribers is a gigantic task. Is there any test that will bring accurate returns representative of the whole body?

Yes.

It has been scientifically determined that the average opinion of the telephone subscribers can be found by a test of 41,000 names, properly chosen for distribution throughout the country in accordance with the distribution of population.

Frequently the Literary Digest has risked the cost of mailing 20,000,000 circulars, with positive

ople who Represent America?

knowledge that the total replies would be in ratio to the replies received from such a test of 41,000.

The distribution of this 41,000 is the vital factor. Through years of experiment, The Digest has determined a standard basis of selecting such a list.

For example—

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| State City | Number Addressed |
|---------------------------------------|------------------|
| ALABAMA | |
| Birmingham | 64 |
| Mobile : | 28 |
| Montgomery | 20 |
| Montgomery Smaller towns and rural | 128 |
| Total | 240 |
| ARIZONA | |
| Phoenix | |
| Tucson | 24 |
| Smaller towns and rural | 16 |
| Total | 68 |
| A OLEI | |
| ARKANSAS | |
| Fort Smith | 20 |
| Little Rock | |
| Smaller towns and rural | |
| | |
| Total | 264 |
| CALIFORNIA | |
| Alameda | 16 |
| Berkeley | 44 |
| Fresno | |
| Long Beach | |
| Los Angeles | |
| Oakland | |
| Pasadena | |
| Sacramento | |
| San Diego | |
| San Francisco | |
| San Jose | |
| Smaller towns and rural | 652 |
| | |

ON the previous page we showed the number of telephone subscribers in a few states who should be addressed in making a national test of public opinion. To cover the entire country it is necessary to take from the telephone directory of each city, and of many smaller communities, a specified number of names. From Detroit, 460; from Barre, Vt., only 8; from El Paso, 40; from Seattle, 228—and so on.

The complete figures showing the distribution of the 41,000 test in every State, as scientifically planned and used by the Digest, are revealed for the first time in a folder recently mailed to advertisers and agents. It is of unusual importance to every student of public opinion, merchandising and advertising. If you did not receive your copy, we shall be glad to send you one.

Next week we shall advertise in "Printers' Ink" the results of the "Thermometer Test", conducted under this plan.

The literary Digest

Advertising Offices:

BOSTON
Park Square Bldg.

NEW YORK 354-360 Fourth Ave. CLEVELAND Union Trust Bldg. AM

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DETROIT
General Motors Bidg.

CHICAGO Peoples Gas Bldg.

Illustrations Which Rush Out at the Reader

A Motion Picture Idea Is Adapted to the Needs of the Modern Advertiser

By W. Livingston Larned

SEATED in a motion picture theater one afternoon, an artist who had been commissioned to paint a picture for a national advertiser, was suddenly confronted by the most dramatic second he had ever known in his life.

A train was shown in the far distance, headed in his direction.

The rails, in fact, terminated at the bottom of the screen. In another moment or two, that speeding engine had plunged right at him, head-on, and the screen was dark again. But he gasped during the interval. He felt as if he had been doomed to destruction. The engine became very real be-cause of its close proximity.

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Other motion picture flashes have shown a ski-jumper leap into the air, as if over the heads of the audience. And there was this same split-second of tremulous suspense.

Advertisers are learning that the same principles can be applied to advertising art, and the artist mentioned above applied it to the illustration he happened to be working on at that time, which, co-inci-dentally, was a study of a railway engine.

His first sketch had shown the train approaching at an angle. It would have run off at the left. In his new and revised composition, that engine was "right on the reader," as it had been seen on the motion picture screen.

It was one of the most com-

mented-on advertising pictures of the month. It was pictorial drama; it was the type of illustration which rushes out at the reader and grabs him, as it were.

There appeared, recently a study of a smiling, affable, Nogar clothing salesman. He was shown, full length, walking forward, his hand



Don't Camble Alaless You Can Afford to Lose /







THE READER MIGHT WELL IMAGINE HE IS ACTUALLY SEATED OPPOSITE THIS GAMBLER

> outstretched as if to shake hands. You were unmistakably the one to whom this hand was extended. It was an unusually effective advertising picture for this reason.

> In all figure studies, it has been found that if the person in the illustration looks squarely ahead at

the reader, and into his eyes, the contact is sharper. It is a wise expedient to employ when design-ing a picture which is planned to secure instant action.

Too many figure studies are interested in themselves, and not in the reader. No intimacy is aroused. Preoccupied advertising characters pay no attention whatsoever to the reader, who is certainly an important factor in the proceedings.

A man is shown, deep in thought,

before a fireplace. Obviously, he is worried. But he looks down into the fire. photograph Another is made, employing the same model and the same setting. This time, however, the model looks out and into the reader's own eyes. It is superlatively better in every way. The reader becomes a party to the incident. He is in that same room and by that same fire, for the time being.

day The other was in a studio when an advertising photographer was posing a model for a certain campaign. The action was that of a man at a telephone. In the first exposure made, the man fiddled with a pencil as he used the telephone. "Let's try it this way," suggested the photogra-

pher. "Look right out and into my eyes. Otherwise, hold the pose the same."

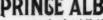
A day later, we saw, side by side, those two prints. There was really no comparison. The one in which the model looked at the photographer became instantly intimate. His thoughts were shared by you. A friendship and sympathy was established.

The Prudential recently ran an advertisement featuring, in large size, the study of a worried young man, who had just walked from a physician's office, with the knowl-

edge that he suffered from some serious ailment. His face registered this fact. But the eyes of the model were turned to the right and out of the page. If they had looked squarely into the reader's eyes, that character study would I believe, have been immeasurably stronger. Then this man would have been sharing his troubles and anxiety with the reader. As it was, he was keeping them to him-







THIS CHARACTER TALES DIRECT TO THE READER WITH CONVICTION

> Whether the person in the picture be photographic or a drawn study, if the eyes are dead ahead, there is an added attraction and You are irresistibly fascination. drawn. There must be some response. You feel called upon to answer that visual challenge.

> Of course, this rule may not be always applied, but where it is possible, it should be observed. And the story of the illustration might well be designed to permit it.

> In a single issue of a magazine, two soft drink illustrations were practically identical in subject

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matter. They pictured business men at a desk, stopping for a moment to enjoy a glass of the bottled drink. In one, the man looked down at the glass: in the other, he reached for the glass, and smiled out at the reader. One was intimate, friendly, companionable: the other strangely uninteresting. The man who challenged your gare was almost saying to you: "This is great. Why not join me in one?"

Aside from this general observation, it is well, in illustrations of the "rush out and grab you" class, to bring the figure or object as "close to the camera as possible" as in the case of the motion picture instances previously described.

The "middle distance" scheme is less dramatic. Compositions should bring their subjects down to the very footlights and across them, if possible.

The closer the object is to the reader, the more striking it will prove, particularly if that object is in action. It is another application of the familiar motion picture "close-up."

But there must be something more than mere optical proximity. Whatever action there is should be pointed at and directed to the eye of the reader.

In a new Foxboro advertisement, the featured illustration shows a professional gambler and peas-in-the-shell man, seated at a table, with his paraphernalia in front of him. He grins rather sardonically as he gesticulates. His eyes look into yours. Every line of the composition is action, wisely directed. As a consequence of this, the illustration belongs to the class which "reaches out." The reader gets the impression that he is seated opposite this shrewd fellow at the same table.

In a very successful Johnson's polishing wax advertisement in colors, a housewife, affable and pretty, pushes the electric polishing device over the floor, head-on. You feel you must step aside or be run over by it. And she is looking at you, too. The very swing of her body is out of the page and forward.

There never was a more strik-

ing example of how illustrations can meet the reader all the way or merely half way, than the double spread used in connection with two pictures put out simultaneously by Mary Pickford and Doug Fairbanks. On one page there was a large character study of Mary Pickford, and on the opposite, in costume, her husband as a wily pirate.

But the Pickford page was the one which caught your attention and held it. And the explanation is simple. She was looking at you and into your own eyes. The study had been made with this in mind. The eyes of the other portrait looked away.

A very startling illustration for an automobile headlight placed the car, head-on, down front. Much of the car itself was omitted, but that glaring headlight blazed its way into the reader's eyes. You were literally dazzled by it. It was an experience you had encountered before.

Make the illustration face the reader. Eliminate all unnecessary details, background and accessories. Use the close-up method. Concentrate action, in such a manner that it will be directed at the reader.

An automobile tire, rolling head on is far more compelling than one which turns to right or left. And if the tire is enlarged, so that only a portion of it forces itself well to the front, the composition is stronger still.

position is stronger still.

This is not mere theory; advertisers are discovering that it is true, and are applying these interesting principles.

Wisconsin Dailies Re-Elect Officers

F. R. Starbuck, of the Racine Journal-News, was re-elected president of the Wisconsin Daily Newspaper League which recently held its annual meeting at Janesville, Wis. Emery A. Odell, of the Munroe Times, was re-elected vice-president and F. H. Bliss, of Janesville, secretary and treasurer.

Transferred by "The United States Daily"

The United States Daily has transferred F. E. Hornaday from the Washington office to the New York office as a member of its sales staff.

Who Should Answer Complaints about the Credit Department?

Perhaps the Answer Depends on How Good a Salesman the Credit Correspondent Is

By Ed Wolff

· Treasurer, Hughes, Wolff & Company

DURING the past week, I actufrom a Texas retailer to a Northern manufacturer which contained

these passages:

"Your President acted mighty glad to see me when I was up there a year ago and took me to lunch and said he always done nice business with dad and wanted more of our business now and then why dident he answer my letter that I wrote to him, to dam indipendent I guess, and let the same man write me again, we dont wont any more of your goods from now on, I told mr. Williams the same thing and I guess he wrote you to."

This dealer's volume had been increasing year by year, and in 1925 amounted to a trifle less than \$10,000. For eighteen years, the shipper had enjoyed cordial relations with the store, first with the father and since then with the They are small-town two sons. merchants-loyal, slow - thinking. conservative, trustworthy, not too progressive. A few months ago, they had occasion to pass their discount with this firm for the first time, writing in frankly and ex-plaining that the condition of the cotton growers and cattle men in their territory made collections slow. In between the lines it was evident that they expected sympathetic treatment from a house which they looked on as an old friend.

But the credit department had received entirely too many letters from various customers explaining why payment could not be made promptly. Borrowings from the bank were larger than they should have been, and what was needed was cash, not excuses. A form letter, couched in friendly but emphatic terms, went out to all delinquents, requesting payments on account at regular intervals. Some

recipients acceded; some did not reply; and a few, among whom were the Texans, wrote to various officials, principally the sales manager and the president, complaining about the firm's attitude. These letters were handed the credit department for attention, and the result was almost a repetition of the first communication.

There was nothing in the actions of the manufacturer which should offend a customer, so far as I could judge. But evidently there was something which would offend a friend. It consisted, no doubt, of the fact that the complaint letters were not answered directly by the addressee, but were turned over to the primary cause of irritation, the credit department. This was tantamount to saying: "I, as president, agree with what the credit department said and implied. Fight it out with them."

A FACT SEEKER

Now, this credit manager has a keen mind. He judges a situation by the facts, the cold facts. Whether the resulting verdict be favorable to him or not, he habitually seeks out the truth and bases his opinion on that. A creditable trait, surely. But possibly one which is too impersonal, too baldly logical, to cover dealings with every type of retailer. In a number of instances, as we have seen, apparently blameless customers misunderstood his stand, and read into it an antagonism which was surely not intended; and this feel-ing was intensified by the neglect of other officials to handle these cases personally. Yet, these of-ficials were acting in accordance with an established practice that many concerns consider necessary for proper organization.

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An Economical Way to Sell the Financial Field

Advertisers who wish to institutionalize their company, or sell their product or service to the financial men of the country, can now cover this field at the lowest cost by using the Barron Publications as a unit.

The Wall Street Journal Boston News Bureau Barron's

"The National Financial Weekly"

These two dailies and one national weekly used as a unit offer the advertiser the most economical and thorough coverage of the financial field obtainable.

Send for rates and circulation data

New York 44 Broad Street Boston 30 Kilby Street

tactics adopted by a clothing manufacturer in the Middle West during the post-war slump. Many of his dealers found themselves caught with large stocks on a falling market, and the famous buyers' strike was on. In this industry, bills for almost an entire season's purchases are due on one Naturally, many retailers whose credit was ordinarily unquestioned found themselves unable to meet such a serious draft on their resources. The credit department had its hands full. In a number of cases it became necessary, in spite of long and satisfactory past dealings, to demand of old customers pretty plainly that they reduce their indebtedness. As might be expected, this aroused a wail of protest, and the principal officials of the house received dozens of personal letters on the subject.

These were shown to the credit department, with the explanation that no criticism was being offered by the official. It was suggested, however, that another department be permitted to reply, in defense, thus making clear that the entire house upheld the credit department fully. So reasonable a request met with instant acceptance. The task fell to the sales manager. Here is one of his typical replies:

Our president has asked me to write you in response to your recent letter because he is called out of town and he wishes you to feel that any communication or request of yours will receive immediate attention here. He appreciates the position in which you find yourselves. So do all of us here. If you will permit a personal suggestion from me, you did not state your case nearly as strongly as you might well have done and still been within the truth. Your past record over many years is one of which you have all reason to be proud and this argument, added to those which you advanced with such clever marshaling of the facts, makes your case even more favorable for you than you stated it.

of the facts, makes your case even more favorable for you than you stated it.

And I fear we have been at fault in the same way. We did not make our situation clear to you. That is evident. When I tell you that we have more than 3,000 accounts on our books you can realize that the money due us runs into the millions. Nobody owes us a million dollars, of course—just \$1,000 here, \$5,000 there, and so on. But the total is what keeps us too deeply in debt to the bank, and we

have to release our credit there if we are to huy advantageously, so as is give you the same superlative value that have helped you build up you trade in the past on our goods.

We can't count on our enemies is help us. We've got to count on our friends. That's why we came to you. It will mean some hardships; we knew that Encrybody is facing them now. It will mean some hardships; we lase that. Everybody is facing them now, no one, perhaps, more than ourselve and you. But we've stuck together all these years and we'll stick together now. The credit department is almost frantic. Our president has promised them that you are going to do just what they asked if it is at all with your power. That is the message he asked me to deliver to was. He take your power. That is the message hasked me to deliver to you. He left, confident in the knowledge that you would understand and work with im to make his word good.

is nothing wish-washy There about that letter; no backing down. It upholds the credit department in every detail, but it also relieves the reader of any reason for feeling that he was a victim. Instead, it puts him in the position of an honored and trusted friend. It accomplished what was Collections picked up surprisingly. And many dealers, in remitting, frankly stated that they were withholding payment from other creditors in order to reduce their obligations to this house.

Harry Markwell, vice-president of a great manufacturing corporation until he retired recently, is of the opinion that any reflection on a man's credit will almost invariably arouse resentment, even though it be more than justified. In such cases, the aggrieved individual will first convince himself that the attitude of the creditor is unwarranted, and then he will feel the inescapable necessity of con-vincing somebody else of the same thing. He seeks the consolation of having somebody agree with him that he is not wrong.

But to whom can he go with his outburst? Not to an outsider-that would only publish abroad the painful reflection on his integrity. But if not an outsider, then his only recourse is the creditor house to which the facts are already known; and from this source, indeed, soothing sympathy will prove not only balm but whitewash. So he defends himself in the court where he was accused, but he selects as his attorney some other

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"Portrait of a Young Man" by Antonella da Messina bought at the Chiesa sale, Part 11, at the American Art Galleries by D. W. Walters for \$65,000.

N authority says that during the past season, in New York alone, a total of some \$15,000,000 was spent by art collectors and dealers.

International STUDIO is published for the very men and women who are the buyers at these sales. Here is a new and individual audience for the manufacturer who has the very finest products to sell.

STUDIO

119 WEST 40TH STREET, NEW YORK

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We Lost An Advertiser

C. STONEBRINK
Painter and Decorator
140 East Sixth Street, Clifton, N. J.

September 29, 1926.

Guardian Printing & Publishing Co., Paterson, N. J.

Dear Sirs: Kindly discontinue my ad in your paper on the first of October. The large volume of business received through this ad makes it impossible to continue same for the time being.

> Yours truly, CHARLES STONEBRINK.

The Paterson Press-Guardian

(Member of The 100,000 Group of American Cities)

National Representatives:

PAYNE, BURNS & SMITH in the East G. LOGAN PAYNE COMPANY in the West

THE DECEMBER ISSUE

AN

Christmas Number

"The American Traveler"

Will be issued November 20th Advertising forms close November 10th

Circulation, 50,000

This is the only publication in this country devoted exclusively to travel in the Americas

THE AMERICAN TRAVELER
P. O. Box 1563 Indianapolis, Ind.

21, 1926

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than his accuser. He wants to hear from some official not in the credit department that he is not such a bad fellow after all. In effect, he is making this chosen official a judge. And he doesn't particularly relish having the judge put the case into the hands of the prosecution.

The president of a Rochester photo supply house says: "If you accuse a man of something in which he, himself, realizes he is at fault, he will drop everything else to clear himself. If the facts are so palpably against him that he can't even try to make you admit that you were unfair, then he will try to get somebody else to admit it, even if he has to lie about the circumstances. It is just when the circumstances. It is just when the credit man is right that the customer usually feels called upon to make an elaborate defense. He flies to the man in the organization whom he considers his friend and to him he pours out his grievance. That proves he wants a little petting. All right, pet him. What's

the difference, so long as you get your money?"

Warren T. Eastwood, advertising manager of Stromberg-Carlson, having proved himself a successful road salesman and a capable executive as well, seems qualified to express an opinion acceptable to all sides of the question. With a characteristic flash, he illumined the matter with: "The whole decision as to who should handle complaints about the credit department depends on how good a salesman the credit correspondent is."

New Account for Wausau Agency

The Marathon Battery Company, Wausau, Wis., has appointed the Storey-Bellack Company, of that city, to direct its advertising account. Wisconsin newspapers will be used.

"War Stories," New Magazine
War Stories is the name of a new
monthly magazine which started publication with a November issue. It is
being published by the Dell Publishing
Company, New York.

How Much Do You Pay for Waste Circulation?

Buying mass circulation for a product designed to reach the better class homes in Boston is expensive. It is not necessary. The

Boston Evening Transcript

reaches and influences Boston families who have the means to buy. The Transcript will give you a friendly introduction to the best Boston homes.

Highest ratio of buyers to readers

National Advertising Representatives

CHAS. H. EDDY CO.

R. J. BIDWELL CO.

San Francisco Los Angeles

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Good Copy

sells in plain. words.

—The crowd uses that kind.

Good Copy sticks to the truth.

—The crowd likes the truth.

Good Copy tries to be of use.

—The crowd gains by this.

Good Copy makes friends of the crowd.

—The crowd buys.

HAWLEY ADVERTISING COMPANY

Inc.

95 MADISON AVE. NEW YORK CITY

F. M. Cockrell Publishing

Refrigeration Trade Paper

Refrigeration I rade Paper

Electric Refrigeration News is the
name of a new trade paper for the
electric refrigerator industry which is
being published at Detroit by F. M.
Cockrell. It is planned to establish the
publication, of which two issues have
already appeared, on a bi-weekly hasis.
Until recently Mr. Cockrell has been
with the Society for Electrical Development, Inc., New York. He was fermerly promotion manager of engineeing and industrial publications with the
McGraw-Hill Publishing Company, New
York. York.

New Accounts for C. P. McDonald Agency

De Vion, Inc., New York, French perfumes and soaps, has appointed the C. P. McDonald Company, Inc., New York advertising agency, to direct its advertising account. Business papers will be used. Mme. M. Yale, also of New York, beauty culture, has also placed its advertising account with this agency. A newspaper campaign is being connewspaper campaign is being con ducted for the latter account.

Common Brick Manufacturers Appoint Dunlap-Ward

The advertising account of the Common Brick Manufacturers' Association, Cleveland, has been placed with The Dunlap-Ward Advertising Company, advertising agency of that city.

The Kelley Island Line & Transport Company, also of Cleveland, has placed its account with the Dunlap-Ward

"North American Review" Sold

George Harvey, owner and editor for twenty-eight years of the North Ameri-cus Review, New York, has sold that publication to Walter Butler Mahony, also of New York. The December issue will be the first to appear under Mr. Mahoney's direction.

New Account for Albert Frank Agency

The American Specialty Company, Bridgeport, Conn., manufacturer of automotive parts and radio accessories, has appointed Albert Frank & Com-pany, New York advertising agency, to direct its advertising account.

James H. McNulty Dead

James H. McNulty, president of Pratt & Lambert, Inc., Buffalo, N. Y., varnishes and paints, died at that city on October 17. He was fifty-two years old. He joined the company in 1892, and in 1917 was made president and general manager.

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SPECIALIZE Your Appeal to Floridians

THE people of Florida are cosmopolitan. They have come from all parts of the United States and are thoroughly representative. But-

The climate of Florida is so different from that of the rest of the country that this state is quite distinctive in its seasons and demands. When the Northern merchant is selling overcoats and antifreeze mixtures, the Florida merchant is selling straw hats, tennis shoes, bathing suits, electric fans and sunburn ointment. The general campaign aimed at the country as a whole, therefore, is not always appropriate for Florida.

Here during the winter months are approximately three million people with cosmopolitan tastes and more than average buying power. Here is a great and fast growing market.

To get the greatest possible results from this market, specialize your advertising appeal and use the special media that cover Florida most completely and economically -the Associated Dailies.

ASSOCIATED DAILIES

510 Clark Building Jacksonville, Florida

Bradenton News Clearwater Sun Daytona Beach Journal Daytona Beach News Deland Daily News Bustin Lake Region Pt. Myers Press Pt. Myers Tropical News Pt. Pierce News-Tribune Pt. Pierce Record

Gainesville News Gainesville Sun Jacksonville Florida Times-Union Jacksonville Journal

Key West Citizen Elszimmee Gazette Lakeland Ledger Lakeland Star-Telegram Lake Worth Leader Melbourne Journal Miami Daily News Miami Herald Miami Tribune

Ocals Central Florida Times Orlando Sentinel Orlando Reporter-Star

Palatka News Palm Beach Daily News

Paim Beach Post Paim Beach Times Pensacola Journal Pensacola News Plant City Courier

tt. Augustine Record
R. Petersburg Independent
St. Petersburg Times
St. Petersburg Times
Sanford Herald
Sanford Times
Sangaration

Oct.

Did You Ever Hear of an AD-Engineer?

NEITHER did we, and we don't like the sound of it, but we are hard put to it for a simple name by which to announce a brand new management—engineering business limited to advertising departments, agencies and other units rendering advertising service.

Not an advertising agency—not a market counsellor—but a corporation organized to devote exactly 100% of its effort to advice and instruction in the fields of advertising relations and management. What the industrial engineer is to the factory, this new service proposes to be to the creative man too busy with every-day work to iron out kinks in his operating mechanism.

Lynn Ellis is engineer only by adoption, though highly commended once by Harrington Emerson on his efficient advertising department, and another time elected vice-president of an engineering society. He is essentially an advertising man and in ten years with the H. K. McCann Company personally set the keynote for most of the \$7,000,000 spent under his direction.

However, he holds that good advertising is 95% good engineering and only 5% luck and inspiration. He believes the time has come for temperamental genius to give way to better order. His organization is ready to help the advertising executive to easier waysand shorter, less anxious days.

When you have had time to grasp the thought of the industrial engineer in advertising, write for fuller detail. Better yet, outline to us the management problem that's bothering you—it costs nothing to find out how we should tackle it.

LYNN ELLIS, Inc.

Advertising Relations and Management

One Madison Ave., New York
Room 346-Desk A-2

Aristocratic Slogans

STOWELL & SINSABAUGH, INC.

LOS ANGELES

Editor of PRINTERS' INK:

Please advise us whether you have a record "The Aristocrat of Fine Candies"

—as a slogan for a candy merchandiser, STOWELL & SINSABAUGH, INC.

WHEN the PRINTERS' INE Clearing House of Advertised Phrases was consulted, to see whether the slogan "The Aristocrat of Fine Candies" was registered, we found that at least fourteen advertisers had aristocratic products. These products range from an automobile jack to a folding chair. The slogans are:

ng chair. The slogans are:
Aristocrat of American Wiltons, The
Aristocrat of American Wiltons, The
Aristocrat of Among Folding Chairs, The
Aristocrat of Auto Jacks, The
Aristocrat of Building Materials. The
Aristocrat of Electric Ranges, The
Aristocrat of Folding Chairs, The
Aristocrat of Ginger Ales, The
Aristocrat of Ginger Ales, The
Aristocrat of Refrigerators, The
Aristocrat of Shirtings, The
Aristocratic Hotel.

Aristocratic Hotel, The
Aristocratic Hotel, The
Aristocrats of the Tennis Courts, The
It is perfectly natural for an
advertiser to sing praises for his
merchandise in advertising. However, when this praise is put in
the form of a slogan, it is being
misplaced. A slogan should convey a selling message or a thought
that will help the consumer to remember the product. To say that
an article is "The Aristocrat of
""The World's Greatest
"," "America's Premier
"," or "The Best
" does not
accomplish this.

Before attempting to originate a slogan, it would be a revelation to make a study of the 4,500 slogans listed in the PRINTERS' INK Clearing House. Such an investigation will at least discourage the use of a phrase built on a theme that is commonplace.

Approximately 2,700 advertised slogans have been published in PRINTERS' INK. These lists can be used for the basis of research. A list of the dates of issues in which these lists were published may be had on request. Of course, the complete slogan register may be consulted by subscribers who are in a position to visit our office.—

[Ed. PRINTERS' INK.

21, 1926

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We Get Out Of Type All That's In The Case

(Tools are equally accessible to fools and to the wise. Types don't make a typographer. A law library doesn't make a lawyer. What wins alike in court and print is perceptivity and concentration to draw from books or types all that's in the case. We never boast of our mechanical equipment. Yet it's, perhaps, the finest in America and nowhere surpassed in Europe. We are not selling a collection of types, but that perfection of typography, which, paralleling the shadings and nuances of speech, led Carl Schurz to write of Henry Clay, "He possessed a voice to the cadences of which it was a physical delight to listen".

FREDERIC NELSON PHILLIPS, INC.

Typographers Who Prove It With Proofs
314 EAST TWENTY-THIRD STREET, NEW YORK

MEMBER'S NEW YORK EMPLOYING PRINTERS ASSOCIATION
AND NEW YORK GROUP OF ADVERTISING
TYPOGRAPHERS OF AMERICA

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DOMESTIC ENGINEERING

The Business Paper of the Plumbins and Heatins Industry

37 years
of sound
policy
and
constant
improvement.

Member: A. B. C. and A. B. P., Inc.

DOMESTIC ENGINEERING PUBLICATIONS
1900 PRAIRIE AVENUE

DOMESTIC ENGINEERING THE PLUMBING AND HEATING WEEKLY ESTABLISHED 1889

CHICAGO

DOMESTIC ENGINEERING CATALOG DIRECTORY

New Policy for Common Brick Campaign

THIS fall The Common Brick Manufacturers Association of America, Cleveland, adopts a new copy policy. Satisfaction is expressed with what has already been accomplished by its co-operative effort and the industry is now prepared to go one step farther.

"We have been making certain statements about the service and durability and fire safeness of the brick house, having in mind, of course, an all brick wall," Ralph P. Stoddard, secretary-manager, informs PRINTERS' INK. "We find that certain builders are building simply veneer brick houses, which are frame houses at heart. Such a house does not make good the statements that have been made by us about the brick house.

"For instance, we say that a brick house may be insured at a very much lower rate than any other type of house, due to its superior fire resistance. The person reading our advertising sees a house, which to all appearance is a brick house, and buys it only to find that the insurance rate upon it is the same as upon an all-wooden house, because it is only brick veneer."

The new copy for the fall campaign, Mr. Stoddard states, will be designed to overcome this weakness. It will go into the mechanics of construction and the big idea behind each advertisement will be to have the prospective home owner, ask "What's in the wall?"

The success of the advertising on Budd Steel bodies has influenced the association to undertake this change in its copy appeal. "It is apparent that Budd advertising has caused the automobile buyer to ask whether the body of the car is allsteel or simply a wooden body covered with steel," Mr. Stoddard said. A similar appeal will arouse public interest in the walls of their homes, he believes.

Class publications and architectural and building magazines will carry the new campaign which will run into next June, at least. Only
the best
is good
enough for

Punch

Best Writers,Best Artists,Best Advertising

•

Advance Booking is Always Essential

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, FLEET STREET
LONDON, E.C. 4, ENG.

00

Then and Now

Fourteen years ago our very first sales letter said these things:

- 1. College towns are vast concentrated markets.
- 2. We know what, when and where college men buy.
- We can put manufacturers in touch with the dealers having college men's trade.

That sales letter brought us our first business.

After fourteen years we have only to add

- 1. The market is bigger than ever.
- 2. There are more students buying in college towns than ever.
- 3. We know more about their buying habits than we did fourteen years ago.

What you know about your product and what we know about selling it to college students should provide the basis for an interesting and profitable talk between us.

When shall we have this talk?

Ask for anything you want to know about the high school market.

Established 1913

COLLEGIATE SPECIAL ADVERTISING AGENCY. Inc.

503 FIFTH AVE., NEW YORK 512 No. MICHIGAN AVE., CHICAGO

Laws on the Use of Advertising Flags and Public Insignia

A COMPLETE compilation of Federal, State, and foreign laws governing the use of national flags and insignia in advertising and for other commercial purposes has just been published by the United States Department of Commerce.

A legislative history of Federal and State Laws is given in the first part of the report. This is followed by the complete text of all the State laws. The text of laws affecting the use of flags and insignia in forty-three foreign countries makes up the second half of the bulletin.

In an introductory article, Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce, said: "The work should prove of value to manufacturers, merchants, advertisers and to advertising and legal counsel, because of the direct connection which it has with the proper selection of trade-marks, labels, advertising and other mediums employed in trade publicity."

The report was prepared by ernard A. Kosiciki of the Bernard Division of Commercial Laws United States Department of Commerce. Copies of the report may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., Incidentally. for 10 cents each. Mr. Kosiciki wrote an article on this subject for PRINTERS' INK
which appeared in the June 24, 1926, issue under the title "Think Twice Before Using the Flag in Advertising."

Paul Block to Represent Cincinnati "Enquirer"

The Cincinnati Enquirer has appointed Paul Block, Inc., publishers' representative, as its national advertising representative.

Lucian Swift, for many years manager of the Minneapolis Journal, died recently at that city at the age of seventy-nine. He formerly was one of the Journal.

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What a wonderful market this city would be!

CITY without slums or poverty! Everywhere the beauty of lawn bordered homes! A city well over half a million - with more families than in Buffalo, Minneapolis, New Orleans or San Francisco.

Expensive automobiles everywhere. Eight out of ten families with one or more cars. Three-quarters of the population owning homesdomestics in over half.

Visit these homes. Note the furnishings, pictures, books, appointments—all bespeaking a real appreciation of comfortable living.

These families' wants are unlimited. Every day they are buying, buying! Food, clothing, furniture, things for the children: they need everything and anything. And they are used to getting just what they want.

Where is this city? It does not exist as such, of course. But this market does-the very same! And you can reach it through Child Life, read by 131,000 Class-A families every month.

Every copy goes to a home with children. And because the average age of these children is 7 years 3 months it means that mother or father reads CHILD LIFE to them. This 100% family circulation is Child Life's unusual distinction throughout the entire magazine field. To the advertiser of any product that family people buy, Child Life offers this definite, quantity-consuming market—a quality market of first importance.

Circulation is increasing rapidly. Rates advance January 15, 1927. Plan now to include Child Life in your next year's budget.

35c

> Rand McNally & Company Publishers CHICAGO

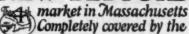


"WHEN we got there and looked for the big fleet of whalers and five-masted schooners, nary a sail could we see. Instead it is hopelessly modern, a busy place—full of humming factories, busy stores and movie theatres and many miles of asphalt pavement."

Yes, New Bedford is a progressive city! It is the fine textile centre of the world and the 4th largest market in Massachusetts. Its population of 125,000 with a per capita wealth of over \$3,000 has a real purchasing power and preference for nationally advertised goods. But even today, one newspaper—the Standard Mercury—still covers this market completely at a flat rate of ten cents a line.

Let us give you the facts and figures on the 4th market. Write direct to us or to the Charles H. Eddy Company, our representatives in New York, Chicago and Boston.

NEW BEDFORD



STANDARD MERCURY

Lorillard Introduces New Cigarette Sectionally

Newspapers, College Periodicals, Car Cards and Outdoor Space Feature Marketing of Old Gold Cigarettes in New England

OLD GOLD cigarettes made their advertising bow about May 1, 1926. The cigarette, a product of the P. Lorillard Company, is a new brand in the Virginia-blend family. Lorillard's advertised leaders in the Turkish cigarette field are Murad, Helmar and Egyptian Dieties. Until the introduction of Old Gold cigarette.

rettes, the company had no Virginia-blend cigarette which it could advertise into leadership, due to a peculiar combination of circumstances.

Going back to the war, the company put Nebo cigarettes, Virginia blend, which attained an enormous distribution in the army and navy and at the camps. The Nebo brand was discontinued after the In 1919, the company introduced Beech-Nut cigarettes. 1921, the In May, 1921, the Beech-Nut Packing Company, of Cana-joharie, N. Y., instituted its famous suit against the P. Lorillard Co. in an effort to prevent Lorillard from using the name Beech-Nut on cigarettes and smoking

tobacco. The case was described in Printers' Ink of May 15, 1924. Until the courts decide finally

whether the P. Lorillard Company may continue to use the name Beech-Nut for its cigarettes and tobacco, the company has a brand name of doubtful value. To promote the name in advertising, when there is a possibility that the courts may decide that Lorillard must stop using the brand, would be business unwisdom. Hence, the

need for a cigarette of Virginia blend with a name that can be advertised.

For a year and a half prior to the introduction of Old Gold cigarettes, Lorillard, through its representatives, questioned the cigarette-smoking public in all parts of the country as to its preferences in cigarette qualities. What is



NOVEL LAYOUTS ARE A PEATURE OF THE OLD GOLD

wrong with your favorite blend? was the question asked. Among the answers were "Too hot," "Burns too fast," "Parches the throat," "Too strong," and the like. Along with this survey, the company conducted an interesting series of experiments to find out how much the average cigarette smoker knows about the different brands of cigarettes and his favorite brand in particular.

No subject is quite so interest-

Those Rainy Sunday Afternoons

3

PERHAPS the mention of the words "religious press" brings to mind rainy Sunday afternoons when you sat, a very full and sleepy little boy in the corner and grandmother read aloud from the dreary columns of the church weekly.

But it would be as fair to compare the Saturday Evening Post of pre-Lorimer days with the modern product as to think of the religious press of today in terms of two generations ago.

Take up a copy of THE CHURCHMAN for example, the weekly magazine that goes to the richest and most influential audience in the entire religious field. Note its vitality, the freshness of its viewpoint, the swing and go of its articles.

It may well be a revelation to you as it has been to other alert advertisers to find that here is a medium which reaches a hundred per cent quality market, whose readers are alive to all that is best in American life and have ample means to satisfy their desires.

May we send you a copy?

3

THE CHURCHMAN

The Leading Journal of the Episcopal Church

2 West 47th Street New York City

ing to cigarette smokers as the test of trying to identify brands by taste, such as hiding brand names or blindfolding the smokers. Some of these tests have been referred to in PRINTERS' INK, conducted not by any particular manufacturer, but by disinterested investigators. One such test is particularly interesting. Packages of all the popular brands were taken and the cigarettes were re-rolled in plain The individual cigarettes were then marked with a code let-ter, like "X," "O," "Z," and so forth, for all the different brands represented. Each person partici-pating in the test was given a package of cigarettes and a blank form. He was asked, when he consumed a cigarette, to note its along with his comment on the cigarette's quality, or his opinion Naturally, the results of this test were as surprising to the participants as they were to the cigarette manufacturers.

Not only did smokers fail to recognize their favorite brands, but, as a rule, the favorite brand came in for unfavorable mention. In other words, the test furnished a complete upset. The successful attempts at identification were so scattered as to appear accidental, as most likely they were.

A test of this kind, if it proves anything, proves that brand differences are infinitesimal, that the tastes of cigarette smokers are ephemeral, and that popularity is determined largely by advertising and habit. That habit is an important factor is well illustrated by the following incident:

Old Gold cigarettes were introduced first in New England. Beginning with the first week in September, the company began introducing them in about six counties in the far western end of New York State. A Lorillard representative stood one day in a Buffalo cigar store. A prosperouslooking individual of fifty or thereabouts, evidently a professional man, came into the store and asked for a package of cigarettes, a well-advertised brand. Waiting until the customer had received the cigarettes he had

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re. oves SAINT PAUL
GATEWAY TO THE
MIGHTY NORTHWEST

ST. PAUL DISPATCH
ST. PAUL PIONEER PRESS
KEY TO THE GATEWAY

Now ready and being distributed to National Advertisers and to Advertising Agencies, this valuable Data Book on the rich St. Paul and Northwest Market.

This book is full of facts and figures of prime importance to any manufacturer who wants this rich market or to any manufacturer who wants more business from it. Study this data book . . , then file it for future reference.

ST. PAUL DISPATCH and PIONEER PRESS

St, Paul, Minnesota.

O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco.



Helpful copies of our House Organ production will be sent on your request

ARROW PRESS, INC. 318-326 West 39th Street · New York



asked for, the Lorillard representative offered him a package of Old Gold, explaining that it was a new cigarette and suggesting that he take the package and try them. The customer interrupted by exclaiming, "Oh, I know all about them. I'm from Boston where the cigarette has been on sale all summer. I have been smoking them right along and like them. How I came to ask for cigarettes just now, is beyond me, as I prefer Old Gold." Whereupon he asked the clerk to make the exchange.

Habit is, therefore, a powerful factor in selling cigarettes. This is why it is so tremendously difficult to achieve immediate national distribution for a brand of cigarettes-it would cost too much in sales effort and advertising ex-New brands of cigapenditure. rettes create a limited number of new cigarette smokers. The big consists market of But habitual smokers smokers. may be induced to smoke more cigarettes of a brand, or more brands.

AN APRIL DEBUT

Old Gold cigarettes were introduced into the channels of wholesale and retail distribution in the New England States on April 19, 1926. Two weeks later the advertising broke. Teaser copy in newspapers ran for a week, beginning May 3. One such advertisement, three columns by nine inches, carried a picture of a pirate sitting on a treasure chest and holding a placard bearing the words, "Monday, May 10th." The message was entitled, "The Treasure," and ran: "Will be waiting for you in your own neighbor-hood next Monday morning, as truly rich as the golden doubloons in any fabled buried chest. Line your pockets with it Monday." This was signed in large type. Old Gold, followed by the words, "See Monday's paper," in parentheses. No information was given to the effect that Old Gold was a new cigarette.

On Monday, May 10, all newspapers carried large advertisements announcing the cigarette . 21, 1926

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WHO KNOWS What Your Dealer Sells?

With the diversity of stock now being carried, merely to say "At your dealers" is not sufficient. You must amplify your statement with a direct tieup.

This can best be accomplished with Ing-Rich Enameled Signs—signs that do not have to fight for position—signs that are easily placed and require no maintenance. Ing-Rich enameled signs defy the weather and will not fade or rust. Although guaranteed for 10 years, their life is much longer and the cost, pro-rated over the life of the sign, is much less than any other type of advertising display service.

Send us your firm and product name, with the dominant color in your general advertising plan and we will design a specimen sign especially for you. In addition, we will send you our general catalog in full color. Write today.

INGRAM RICHARDSON MANUFACTURING CO.
BEAVER FALLS, PENNA.

INC-RICH SIGNS
Fadeless Publicity in Everlasting Porcelain

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Glass Writes An Ad

THE four fundamentals of a good advertisement enter into the make-up of every glass-packed product. First, there is attention value secured through color, shape or just the eye-catching appeal of sparkling glass. Second, there is interest stimulated by the display of the actual product itself. Third, there is desire aroused by the inviting appeal of the contents. And, fourth, confidence is secured by the consumer's realization that nothing is concealed; the maker welcomes your inspection.

If you already use glass, or plan to adopt it this year, remember there is a "Diamond I" bottle—to fill your need.

Illinois Glass Company ... Alton Ill.

Diamond I Bottles

21, 1926

and incorporating an illustration

of the package.

The New England campaign includes the use of over 150 newspapers in all the important cities and towns. Outdoor advertising is also being used extensively, both in painted displays and posters. Cards in street cars are another important part of the campaign. The list of mediums also includes a number of college dailies and humorous periodicals.

Since the first week in September, this advertising has been extended to the six counties already referred to in the Western section of New York State. The company plans thus to extend its distribution section by section throughout the country, the advertising accompanying distribution.

As a theme for the teaser advertisements in the newspapers and much of the copy that has followed in newspapers and college publications, for the outdoor displays and street car cards, the pirate motif has been used with good effect. "Try one and you're won" has been used extensively in all copy. The name, Old Gold, fits the pirate idea and all the copy refers to "treasure." The package is old gold in color.

The pirate theme has been varied and followed with other appeals. "You can smoke them morning, noon and night"; "They're smoothest"; smoothest; "It's the smoothest cigarette"; "I called for a new cigarette deal," are among the most striking captions. Large space and bold illustration characterize the layouts in all the publi-

cation advertising.

The copy appeal appears to be unusually effective. It is at least different, attractive, arresting and well calculated to intrigue masculine interest. Because of the tremendous activity in the cigarette advertising field, and the keenness, abundance, alertness and exuberance of competition. It is not win a place in the front line of preference.

First, a new cigarette must be a pretty good cigarette, in the opinion of the average run of cigarette

Opportunity WANTED!

O DEMONSTRATE sales possibilities of Toilet Goods, Men's and Women's Wearing Apparel, Jewelry, Luggage, etc., in the ONLY anusement weekly with A. B. C. rating.

Reaches ALL classes of professional entertainers, also owners, producers and managers with live telegraphic news of the show world. For information, address

Billboard

1560 Broadway, New York City

Chicago

Cincinnati

Are we advertising agents? No. Do we make advertising? Yes. We write, design and print, with care and character.



CURRIER & HARFORD LTD 468 FOURTH AVE., N.Y.C. SELECTIVE ADVERTISING

Oct.

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Since 1911, we have been putting into type advertisements and publications-as wanted, when . wanted, and reasonable.

GILBERT P. FARRAR Associated with NEW YORK MONOTYPE COMPOSITION CO., Inc.

Publication and Advertisement Composition and Layouts

461 EIGHTH AVENUE, NEW YORK, N. Y. PRINTING CRAFTS BLDG. Tel. Lack. 7865-6.





-the art of reproducing designs, words and numbers on metal - printed, lithographed, etched, embossed, engraved, stamped, cast, or enameled in a variety of colors and finishes.

Metal Print Craft has been developed by Grammes in the effort of elevating the standards of quality in Names and Number Plates, Display Stands, Advertising Signa and Specialties, etc.

"The Story of Metal Print Craft" is interestingly told between the covers of an attractive booklet. Tell us where to any ways of covers.

where to sand your copy.



ALLENTOWN, PA

smokers. Second, it must have a good name and an attractive pack. Third, it must be placed in distribution—that is, it must somehow get into the cigar stores. Fourth, fifth, sixth, and so on to a hundred and over, it must be advertised. In fact, advertising is very nearly the whole story and the story must be continuous and endless.

Contemplation of these facts explains why Old Gold cigarettes are being introduced and advertised a section at a time.

Knife Sharpener Account for Bowers Agency

The Jaywoolf Manufacturing Can-pany, New York, Monarch knife sharp-eners, has appointed the Thomas II. Bowers Advertising Agency, Chicago, is direct its advertising account. Maga-zines and business papers are being used. A direct-mail campaign is being prepared.

Dodge Brothers Appointments

Dodge Brothers Appointments
D. T. Stanton has been made director
of export sales of Dodge Brothers, Inc.,
Detroit. He has been with this organization for eleven years and was
formerly a district representative.
J. W. Hutchins has been appointed
director of used car sales. He was
used car division manager.

R. E. Johnson with Minneapolis Agency

Ralph E. Johnson, formerly advertising manager of the Miles City, Mont. Star, has joined the W. Warren Advertising Agency, Minneapolis, Minn., as production manager.

New Commercial Art Business at Cleveland

The Faultless Studios, Inc., has been established at Cleveland to conduct a commercial art business. George L. Hess is general manager and L. J. Slawson is art director. The new studio is associated with the Faultless Engraving Company, Cleveland.

Theodore B. DeVinne Dead

Theodore Brockton DeVinne, who retired in 1920, as president of the former DeVinne Press, New York, died recently at that city at the age of seventy-four He was the son of the late Theodore Low DeVinne, founder of the DeVinne Press

The Pekin, Ill., Daily Times has appointed The Allan-Klapp Company, publishers' representative, as its national advertising representative.

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Five years ago when we started serving the makers of Locktite Tire Patches they had no recognized advantage over 2000 other brands. Their advertising has been consistent—and their annual sales increase spectacular. Today they lead the field by a wide margin. Perhaps we have an experience that other non-competing automobile accessory manufacturers will find helpful.

Arnold Joerns Company

Oct

THIS MAN

whom I have in mind, would make a most valuable asset to a large busi-ness concern requiring the services of a man who knows the sales prometion, advertising, re-organization, etc.

He has been through the paces for a number of years, having served many well-known institutions in the expandity of Advertising Manager, Gen-oral Office Manager, Sales Organizer and Director, and Vice-President.

He has written copy as chief of a large staff of subordinates—his sound merchandising ideas having solved limitiess industrial problems.

This man is at an extremety dealrable age—old enough to know, yet young enough to learn and give whole-hearted enthusiasm lato his

Unusually versatile, a charming per-sonality, a deer and a creater—we strongly recommend him as the man to measure up to big things-your requirements perhaps.

For information address

Littlehale Advertising Agency 175 Fifth Ave., New York



"The Ace of Typography"

KEYED to the maximum of efficiency; employing a staff of skilled craftsmen trained to our rigid high standards and personally supervised by the principals, -"A-C" service costs less in the long run. Investigate!

Get in touch with "A-C"

ADVERTISING-CRAFTSMEN 132 West 31st St., New York

PENNSYLVANIA 8789-8790

To Raise Funds for 1927 Salt Lake City Campaign

The Salt Lake City Chamber of Commerce Commercial Club will conduct in fifth annual drive for community after fifth annual drive for community ame-tising funds during the week of 0-tober 25. W. W. Armstrong, president of the National Copper Bank, will be general chairman. The amount simel at by the collectors will be \$75,000, as during the last three years. It will be expended, as heretofore, in newspapers magazines, outdoor advertising, direct mail, etc. The campaign is expected a begin in the spring.

Harry H. Bassett Dead

Harry H. Bassett Dead
Harry H. Bassett, vice-president of
the General Motora Corporation, Detroit,
and president of the Buick Motor
Company, Flint, Mich, died at Neuily,
France, on October 17, at the agof fity-one. In 1916 he became assistant general manager of the Buick company. Three years later he was made
general manager of Buick, and vicepresident and a director of General
Motors. He was elected president of
the Buick company in 1920.

Start Advertising Business at St. Louis

A general advertising business, the Kalon Company, has been formed at St. Louis, by C. C. Humburg and Monte Montague. Mr. Humburg has Humburg has Monte Montague. Mr. Humburg has been with the advertising department of the Southwestern Bell Telephone Company and at one time was with Nelson Chesman & Company, St. Louis. Mr. Montague has been engaged in free-lance work.

"Railway Review" to Be

Merged with "Railway Age" The Simmons-Boardman Publishing The Silmons Boardman Publishing Company, New York, has purchased the capital stock of The Railway Review, Inc., Chicago, publisher of the Railway Review. Effective January I, 1927, this publication will be merged with Railway Agg, a Simmons-Beardman publication.

> Chain Account for Kirkgasser Agency

The Diamond Chain & Manufacturing The Diamond Chain & Manutacturing Company, Indianapolis, has appointed George J. Kirkgasser & Company, Chi-cago advertising agency, to direct its advertising account. An industrial paper campaign has been started which fea-tures Diamond Rolling Chain.

E. E. Bates with McGill Products Company

E. E. Bates, formerly sales manager of the Northwestern Paper Goods Company, St. Paul, has been appointed general manager of the McGill Paper Products Company, Minneapolis. 1927 er of Com-

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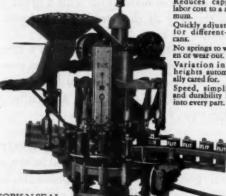
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1. 21, 1926

A Revelation in Can Sealing

THIS AUTOMATIC CAN CAPPER APPLIES 100 KORK-N-SEALS PER MINUTE



Williams Sealing Corporation DECATUR, ILLINOIS

Reduces capping labor cost to a minimum.

Quickly adjustable for different-size CARS.

No springs to weaken or wear out.

Variation in can heights automatic-ally cared for.

Speed, simplicity and durability built into every part.

KORK-N-SEAL

A perfect seal and reseal. Easytoopen, yet can't jar loose. Economical, Effi-cient, Distinctive. Sells more goods-makes more friends





push lower down

Williams

THE CAP WITH THE LITTLE LEVER

Competition just could not stand the gaff

So long as it is strictly limited to merchandise, competition will thrive and multiply. But when a superior product is hooked up with a great popular preference the way of the competitor is hard.

For the past twenty years we have had a client who enjoys the public confidence and preference to such a degree that not one new competitor has attained any volume in his field in more than a decade. Several have withdrawn.

Of course his product is superior; without a good product no amount of advertising can build and hold a market. But without good advertising, few products, however meritorious, have been able to hold even their old and loyal friends.

Your industry is "different" of course. It is already highly competitive and steadily growing more so. But is it not reasonable to suppose that the same kind of advertising and merchandising that have limited competition in one field should discourage it in another?

THE PROCTER & COLLIER CO.

For 32 years builders of business for advertising clients

McMillan St. at Reading Road, Cincinnati 25 East 26th St., New York

Member A. B. C., A. A. A., and Outdoor Bureau

How Far Is It Safe to Go in Changing Trade-Marks?

It Is Not Generally True That Even a Slight Change in Design or Lettering Is a Dangerous Thing

Washington Bureau of Paintras' INK
THE impression appears to be rather general that even a slight change in the design or lettering of a trade-mark is a dangerous procedure. Nevertheless, a few national advertisers do not hesitate to modify their marks and use them in a variety of ways.

The records of the trade-mark division of the Patent Office plainly indicate that the nature of the mark has much to do with how far its owner may go in changing it without weakening the protection of registration. For instance, there is a rather large class of marks which consists of depictions of human or animal figures, and these are the ones that are usually changed occasionally in their application. Then there is another class which may be considered as fixed trade-marks.

In the first class, probably the most typical trade-mark is that of the Gold Dust Twins. For years, the little piccaninny figures have been used in a variety of ways and to illustrate a wide range of activities. But the figures never have lost their identity; no matter how they are shown they are still unmistakably the Gold Dust Twins; and this brings us to the first rule that governs the changing of a mark without endangering its ownership. It is this:

In general, no owner of a mark should change his mark to such an extent as to make it unrecognizable by the public. If the impression on the mind of the public is substantially the same after the mark is changed, it is likely that the courts would rule that it is the same trade-mark.

But this does not apply to a changed mark that is registered before it is used. There is an old Patent Office decision that is used as a guide by the examiners which holds that the law is very

clear that the mark which is shown and described in the registration must be identically the same as the mark which is actually used. Therefore, although it is safe to change a mark slightly after it is registered and used, a great many owners of trade-marks re-register their marks after every change in any slightest detail.

From the examination of many records it appears that the danger lies not in one slight change, but in several. Over a period of years, such changes may get a mark far afield from its original design and impression on the mind, and if only the original design is registered, the owner may find it impossible to protect his property right, for the reason that the public would not generally recognize his last application of his mark as being identical with his first usage.

THE DETERMINING FACTOR

In 1915, the Court of Appeals of the District of Columbia rendered a decision which appears to illustrate the danger of successive changes. This was a case of opposition which was appealed from the Commissioner of Patents to the court. It appears that the opposer originally used a flag as a trade-mark, and then, as he added other products to his line, changed the design of his original mark to apply to different goods. He opposed the registration of a similar mark, but the court held that where the opposer has used several different flags in the sale of different brands of goods, and where the flag used by the applicant differs from each of the flags used by the opposer as much as they differ from one another, the opposer is not in a position to contend that the mark of the applicant will be likely to cause confusion in the trade. Hence, the court held that it was proper to dismiss the

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We Need a Copy Writer with Mail Order Experience

A good sized, middlewest agency has an opening for a thoroughly experienced writer who copy knows mail-order advertising. Ability to handle the "success appeal" such as is used in extension school and agents advertising is essential.

Here is a real opportunity for the right man, a good salary and a future.

Please write fully. giving details of experience and salary expected. Send samples of work.

Inquiries will be handled in strict confidence and samples promptly returned.

Address "U," Box 292 Printers' Ink

opposition, and the user of the several different flags lost his case.

In regard to the first class of marks it should be remembered that change and variety are the nature of the designs, and change does not impair the validity of the registrations so long as identity is unmistakably preserved. Besides the Gold Dust Twins, the Dutch Maid, Thirsty Fibre, the Cream of Wheat mark, the Fairy Soap mark, and the Time to Retire boy come to mind. If the writer is not mistaken, all of these marks are changed from time to time. according to their animate nature. and there is no record of any successful imitation or infringement of them. Because of their frequent changes re-registration of every change of these marks would be impracticable.

When it is deemed advisable to change a mark which is not in this class, and one that is in the nature of a fixed mark, two of the trade-mark examiners who were interviewed were of the opinion that it is best to re-register every change, although it may not be absolutely necessary. If the change is slight, and if the owner is sure that the mark never will be changed again, re-registration may be dispensed with. However, as already mentioned, the records show that the owners of a number of well-known trade-marks have adopted the policy of re-registering their marks after every slight-

est change. The history of the Sanitol trademark, as shown by the registration files, well illustrates this policy as well as the fact that several minor changes over a period of years result in rather a radical difference between the first design and the Originally this mark was registered by the Sanitol Chemical Laboratory Company as a single word consisting of the simplest kind of plain lettering. the lettering later. changed slightly and the mark was re-registered. There is only slight difference between the style of lettering of the first and second registrations. The third registration shows another slight change. The fourth shows

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Mr. Publisher

MAP YOUR CIRCULATION FIGURES

Advertisers and agencies are busy people. While they are necessarily interested in facts and figures about your territory and circulation, such data is more welcome when it is clearly and graphically presented.

Use maps, then. Maps will show circulation coverage, distribution of population, wealth, sales outlets, etc., in a clear and comprehensive way that a deadly mass of figures can never hope to equal.

Use M-N Process maps for super clarity—for fine, clean lines, clear, readable type and intelligible arrangement. They are as far above maps made by the photo engraving process as photo engraving is above the wood cut; they are made by craftsmen who have but one standard, the best; and they are the product of over half a century's experience in map making.

The M-N Process, too, will give you charts and graphs that are unbeatable for showing circulation increases, comparisons, lineage and rates.

Tell us what you need in maps and charts. Then we can show you sketches and samples that you will find mighty interesting. No obligation or cost, of course.

J. W. CLEMENT CO.

COLUMNIA WITH

THE MATTHEWS-NORTHRUP WORKS

PLANNING - ENGRAVING - PRINTING - MAP MAKING - BINDING - MAILING SENECA, LORD AND SEYMOUR STREETS

BUFFALO, N. Y.

NEW YORK OFFICE: - 250 PARK AVENUE

Good Copy

GOOD copy—easygoing, pleasant, persuasive, impelling copy
well-modulated copy
that gets over selling
points—copy that wears
a smile—this constitutes
my stock in trade.

Elbert Hubbard liked my stuff. And some of the best men in the advertising and publishing fields have pronounced it striking and forceful.

I'VE sold goods on the road and done advertising promotion work for national magazines. But good copy—good consumer copy, written at an agency desk—this, after all, is my specialty.

Good copy—like good merchandise—costs money.

I'll go anywhere. Yale man and married.

Address "W," Box 294, Printers' Ink. change; and a tendency toward the present mark is indicated. In all, there are eight registrations of this mark, and the difference between the first and the latest is radical.

When it is considered advisable to change the spelling of a trademark ever so slightly the mark should be re-registered. A case of this kind is illustrated by the record of the mark "Rubberoid," which was originally registered by The James D. Frary & Son Company in 1884, and later assigned to the Standard Paint Company. In 1901, the records show, a letter was dropped out of this mark and it was re-registered as "Ruberoid."

It is said that the Standard

Paint Company made this change because of the question as to the propriety of using the original mark on a product which did not contain any rubber. But the story goes that the trade and the public refused to take note of the change in the mark and persisted in pro-nouncing it "Rubberoid." In 1906, the lettering was changed, as it was again in 1908 and the mark was re-registered in both instances. Then, in 1922, the records show that the company made a very definite attempt to correct the pronunciation of the word by hyphenating it and re-registering it as "RU-BER-OID," and in 1923 the lettering was changed and the mark again re-registered.

The safest policy appears to be to follow the practice adopted by the owners of famous and valuable trade-marks, for they are governed in the protection of their marks by the advice of competent legal authorities. Such marks, the records show, when they may be classed as animate marks, or those the nature of which requires change for best expression, are not frequently re-registered, and re-registration is unnecessary so long as the identity of the marks is unmistakably preserved. But in the case of all other marks, it is evident that the best authorities agree that every change in design, lettering or spelling should require re-registration of the mark to give it the fullest possible protection under the law.

YEARS OF PROGRESS

This chart illustrates the steady and consistent growth in the volume of our business. The results we have obtained are results gained for our clients. And our success must be measured by the successful campaigns we have prepared for them—in which every dollar appropriated for advertising has produced its quota in sales. ¶One vital factor in our progress is our ability to secure the enthusiastic co-operation of the retail dealers in increasing the retail sales of our client's products.

RESANDMEYERESCO.

SALES ANALYSIS PLANS

1, 1926 loward

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PICTURE OVER 1,200 SQUARE MILES OF FARMS

Listed in the United States Census as "rural" because there are no towns or cities of more than 1500 within its boundaries, Polk County, Wisconsin, nevertheless is one of the richest farming counties in the state. Over 73% of the total acreage of the county is in farms—and such farms! There are attractive, well-kept farm houses with gardens and trees around them, many on lakes for there are more than 100 lakes in this county. There are sloping woodlots looking like the parks on English estates with close-cropped grass where the cattle browse, and long stretches of fields planted in even rows of corn and oats.

The largest crops in Polk County are corn, oats and hay while other grains are showing a constant increase. Dairy farming is fast developing on a very extensive scale. In 1925 there were 61,685 head of cattle in the county. Its easy accessibility to Minneapolis and St. Paul, just forty miles away, makes the marketing of farm products a simple matter.

Although this county is so convenient to the Twin Cities, the farmers and their families show a preference in their choice of a newspaper to the Superior Evening Telegram. Over 900 families take the Telegram daily, while the combined circulation of the leading Twin Cities' papers is 887 in Polk County. That is because the Telegram is Upper Wisconsin's Home Daily.

REMEMBER

THE SUPERIOR TELEGRAM

STANDS ALONE
IN NORTHERN WISCONSIN

Representatives: Weaver, Stewart Company-New York and Chicago

. 21, 1926

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Our Salesmen Have No Sales Territories!

(Continued from page 6) territory always called upon the purchasing agent only. He had never called upon the sales man-ager because he knew the purchasing agent so well that the purchasing agent took up all the time the salesman could possibly afford to spend in that city. Salesman C, in covering that territory for the first time, did his usual business with the purchasing agent, but, not having various personal matters to talk over, easily completed the interview in a half-hour and passed on to the sales manager, where he was able to stir up a renewed interest in the sales possibilities of the line and the result was a greatly increased business.

Remember that friendships are an asset; remember, also, that friendships can be almost a liability. When a man gets so familiar with his customers that they insist on telling him all their troubles, it doesn't hurt for a new man to get into that territory who will talk only business. The old salesman will get back and hear his tale of woe once a year anyhow, so he does not feel that he is losing touch with his old friends.

(4) Rotating salesmen gives each man a wider view of any given territory. There can be no denial of the fact that six minds are better than one, particularly when sizing up any territory.

Salesman A may go into a certain territory and see in it nothing but cotton mills and therefore talk to the jobbers in that territory about cotton mill equipment only. Salesman F may have been in Texas previously where his work was very largely confined to selling gas and oil companies through the jobbers and his mind runs along the line of gas equipment. He immediately begins to talk to the jobbers in the territory A visited recently about engineering appliances for the local gas company. He knows more about gas than the jobbers ever thought of knowing and succeeds in inter-

WANTED

Three Men of Real Ability

1

AN EDITORIAL MAN

familiar with sales and executive methods, who can think straight and write clearly on business problems. He may be engaged for either part time or full time, whichever may be mutually agreeable.

2. A SALESMAN

who is accustomed to dealing with industrial leaders and has a record of achievement. He will be assigned to rich territory on a liberal commission basis with a moderate drawing account to cover traveling expenses.

3.

AN EXPERIENCED LECTURER

who is well equipped to discuss industrial topics. He will be engaged at the beginning on a fee basis, which may later be changed to a full-time salary.

. . .

THE client desiring these men is a well-established and prosperous industrial service organization. Its steady growth offers splendid opportunities to men of the right qualifications.

Your reply will be regarded as confidential. Give your business record, age, present connections, and income expected. Do not telephone or call. If your letter interests our client, an appointment will be arranged.

UNITED ADVERTISING AGENCY, Inc.

339 Fifth Ave., New York City

Oct

I have been affiliated with one of the most successful national advertisers in the toilet goods field as advertising manager.

I have conducted for him all his campaigns, sonsumer and trade, domestic and foreign. I have gained a thorough knowledge of advertising, merchandising, and agency practice, which should be valuable to an advertising agency or manufacturer in a kindred line.

For reasons readily explained by my employer, I now seek such a connection. I am young, married, a college graduate, and have traveled extensively.

I will appreciate an interview. Address "Q," Box 161, Printers' Ink.

ART SALESMAN

Wanted by leading illustration studio.

We need a man who has sold art work to New York advertising agencies and large national accounts. Should be able to make rough layouts for discussion with client and studio and must have contacts with art buyers in the New York territory. The right man will find a permanent position, a fine future and a thoroughly satisfactory income with large, long established business. He will be given splendid co-operation inside the studio and out. is a very fine opportunity for the art salesman with a good record who is looking for a better income and a better future.

Address by letter, in confidence, stating age, experience, religion, etc., President, Box 153, care of Printers' Ink.

esting them hugely. Results: in-

Carry this out a little farther. Salesman C comes into the office of one of these same jobbers with a past history of having been stationed in New York City and en-virons. His interest is largely in the possibilities that lie in selling engineering appliances to office buildings, hotels and the like. He immediately talks to jobbers in A's territory about the sale of power plant equipment to the many buildings, factories, offices and hotels that stretch throughout the city. The jobber is again interested, and makes another effort to follow out suggestions given. By the time all six men have been through the territory, the jobber has been awakened in six different ways regarding how and where to sell engineering specialties. Mind you, the jobber knows his own territory, but he has 10,000 items to sell and is mighty glad to listen to any new ideas that may come along telling where those items are to be sold. Although the dominating industry of his territory may be cotton mills, all the other lines of business are represented in some fashion and when his attention is called to them, business results.

This idea of getting new viewpoints on territory cannot be carried too far—it is simply remarkable the number of things that one man will see which another man will not. And this is no reflection on either man. We are such creatures of habit that it is only when we are going through an experience for the first time that we have our eyes really wide open.

Taking it therefore, all in all, this policy has resulted in the salesmen becoming more satisfied with their work because there is no monotony in it and more satisfied with their results because they are constantly experiencing the sensation of getting business that other salesmen didn't get. And both the jobber and ourselves are getting the advantage of a diversity of viewpoint that is not only refreshing and profitable, but that is making broader visioned men of us all.

First in Ohio

the AKRON BEACON JOURNAL printed more advertising per six-day week during the first six months of 1926 than any other newspaper in Ohio.

It printed more advertising in its six-day week than any other newspapers printed in their seven-day week except the Cleveland Plain Dealer and the Columbus Dispatch.

Besides these records, the Akron Beacon Journal ranked 8th in total linage, 10th in local linage, 11th in classified linage, and 21st in national linage among six-day evening newspapers in the entire United States.

The local and classified linage figures prove that Akronites think more of their Akron Beacon Journal than people of most other large cities think of their leading newspapers.

The wealth of the Akron market, where laborer's wages average \$1,587.52 per year, higher than in almost all of the larger cities, is one reason for this. Akron's wealth also accounts for the fact that the Akron Beacon Journal stands 21st in the United States in national linage when the population statistics show Akron to be 32nd in population.

Include the Akron Beacon Journal in your schedules.

AKRON BEACON JOURNAL

First in News, Circulation and Advertising.

STORY, BROOKS & FINLEY, Representatives New York Philadelphia

Chicago

Los Angeles

Above facts compiled from Editor & Publisher Semi-Annual Linage Table.

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Brevas or Panatellas?

Dozens of different shapes and sizes in every price class are offered to cigar smokers by the same manufacturer. By appealing to this variance in tastes and preferences, many more cigars are sold and a larger group of smokers are reached.

Because of this difference in tastes—and you'll find it in the reading habits of industrial executives—we have deliberately designed two publications, each different in its editorial treatment and each decidedly different in the methods used in obtaining circulation.

Through The Industrial Group (INDUSTRIAL MANAGEMENT AND INDUSTRY ILLUSTRATED), the advertiser thus reaches a larger number of industrial executives than any other general industrial publication.



The INDUSTRIAL GROUP

INDUSTRIAL MANAGEMENT — INDUSTRY ILLUSTRATED 120 West 32 nd Street, New York

Oct. 21, 1926

FOR SEPTEMBER

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, live stock and classified advertising)

MONTHLIES

| | Lines |
|-----------------------|--------|
| Country Gentleman | 70,811 |
| Successful Farming | 29,642 |
| Farm Journal | 22,460 |
| Capper's Farmer | 17,906 |
| California Citrograph | 15,454 |
| Farm & Fireside | 15,078 |
| Farm Mechanics | 11,309 |
| American Fruit Grower | 8,988 |
| Farm Life | 8,656 |
| American Farming | 8,132 |
| Field Illustrated | 6,254 |
| Farmers' Home Journal | 4,212 |
| Power Farming | 4,197 |
| Better Fruit | 2,693 |
| | |

SEMI-MONTHLIES

| | Lines |
|-------------------------------|--------|
| Oklahoma Farmer-Stockman | 30,425 |
| Dakota Farmer | 28,058 |
| Hoard's Dairyman | 25,861 |
| Missouri Ruralist | 25,551 |
| Orange Judd Illinois Farmer | 24,949 |
| Southern Agriculturist | 24,156 |
| Southern Ruralist | 22,215 |
| Farmstead, Stock & Home | 20,231 |
| Michigan Business Farmer | 17,902 |
| Montana Farmer | 17,225 |
| Western Farm Life | 16,998 |
| Utah Farmer | 16,919 |
| Southern Planter | 14,641 |
| Southern Cultivator & Farming | 9,904 |
| The Dairy Farmer | 9,054 |
| Arkansas Homestead | 8,742 |
| Missouri Farmer | 6,664 |
| Modern Farming | 5,523 |
| | |

WEEKLIES (Four issues)

| | Lines |
|------------------------|--------|
| Iowa Homestead | 41,512 |
| The Farmer | 40,568 |
| Prairie Farmer | 39,898 |
| California Cultivator | 38,410 |
| Nebraska Farmer | 37,692 |
| Oregon Farmer | 36,693 |
| Pacific Rural Press | 36,371 |
| Wallaces' Farmer | 35,679 |
| Farm & Ranch | 34,848 |
| Washington Farmer | 34,037 |
| Indiana Farmer's Guide | 33,688 |
| Rural New Yorker | 33,364 |
| Wisconsin Farmer | 33.096 |

INCREASED SALES QUANTITY PRODUCTION REDUCED COSTS LOWER PRICES

—The above results justify the enormous yearly expenditure for general publicity advertising.

Premium Advertising may be justified on precisely identical grounds. By its use new oustomers are secured and old customers held.

—It is not "something for nothing." The loyalty of a customer to a particular brand of merchandise is worth a great deal to its manufacturer.

—A portion of the advertising fund expended in this way is certain to result in: isoreased Sales—Quantity Preduction—Hisduced Costs—Lower Prices.

It is a sound, ethical, logical and effective method of advertising.

 Booklets explaining our Service mailed on request to those stating the nature of their business.

THE PREMIUM SERVICE CO., INC. 9 West 18th Street, New York

Accepted

A product advertised in The Chronicle is a product accepted! For 61 years San Francisco has been guided by this leading newspaper.

REPRESENTATIVES

Williams, Lawrence & Cresmer, 285 Madison Ave., New York City; 360 No. Minhigan Ave., Chicago; R. J. Bidwall Ce., Times Bidg., Los Angeles; Henry White, Stuart Bidg., Seattle.

Thunicle



Oct

As Advertising Manager

Assistant to a real big one

Eight years' experience as agency copywriter and with national advertiser. Thorough knowledge of magazine and newspaper advertising, sales promotion and service, window display, direct mail and house organs.

-a writer of convincing copy-an intelligent buyer of art, printing, engraving and auxiliary material.

Possesses a record of performance, is creative, versatile, dependable.

Age 30, Christian, Married. Now employed. Address "K," Box 159, PRINTERS' INK.

Printing Executive

A thoroughly established printing house in New York State has an opening for a capable, experienced printer who can take the position of production manager, with a substantial interest in the business. Successful applicant must possess fine taste in typography and be able to lay out work. Attractive living conditions. Replies held confidential.

Address "Z," Box 150, care of Printers' Ink.

| STATE STATE OF | Lines |
|--------------------------------|--------|
| Michigan Farmer | 33,066 |
| Ohio Farmer | |
| New England Homestead | |
| Wisconsin Agriculturist | 32,301 |
| Progressive Farmer & Farm | |
| Woman | |
| Kansas Farmer & Mail & Breeze | |
| Idaho Farmer | 31,386 |
| Florida Grower | 30,054 |
| Pennsylvania Farmer | 29,610 |
| Pennsylvania Stockman & Farmer | |
| American Agriculturist | |
| Ohio Stockman & Farmer | |
| Breeder's Gazette | |
| Dairymen's League News | 7,260 |

FARM NEWSPAPERS

| | Lines |
|--------------------------------|-----------|
| Kansas City Weekly Star | . 30,512 |
| St. Louis Weekly Globe-Democra | at 17,001 |
| Kansas City Weekly Journal | . 14,762 |
| Dallas Semi-Weekly Farm Ne | w 13,557 |
| Atlanta Tri-Weekly Constitutio | n 12,969 |
| Atlanta Tri-Weekly Journal | . 10,459 |
| Memphis Weekly Commercia | al |
| Appeal | . 9,772 |

(Figures Advertising compiled by Record Company.)

Test Campaigns, the Keys to Listerine Successes

SMALL, LOWELL, INC.

SMALL, LOWELL, INC.
NEW YORK, OCTOBER 16, 1926.
Editor of PRINTERS' INK:
I have been so greatly impressed by
Philip W. Lennen's article "In Memoriam" in your October 14 issue, that I

Philip W. Lennen's article "In Memoriam" in your October 14 issue, that I want to say 80.

The key to Milton Feasley's success with Listerine was a test campaign, and the key to his success with Listerine tooth-paste was also a test campaign. There is no question in my opinion that Mr. Lennen is right when he says "the copy's the thing." It may be that the copy is only the last 10 per cent of the job, as George Burton Hotchkiss says, but we must assume that the copy man has passed through the other ninety per cent. In other words our advertising should be written by advertising men instead of by copy men. But even more important than copy is the test of that copy—and about this, far too little has been said.

I believe that the next great move in advertising will be the development and perfection of the tryout campaign. The time will soon be passed when an advertising agent will dare request his client to spend big money on a new copy idea unless it has been previously tested on a small scale.

SMALL, LOWELL, INC., Mayney SMALL, LOWELL, INC.,

SMALL, LOWELL, INC., MARVIN SMALL.

21, 1926

33,066

32,616

32,101 31,970 31,386

30,054 29,610 24,691 22,707 22,316 21,733

Lines 30,512

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то Magazine Publishers

A highly successful
EASTERN REPRESENTATIVE
is now ready to take on
a well-edited trade publication
and a magazine with general
consumer or class appeal

N five years he has increased the Eastern advertising volume in the magazine he now represents from 67 to 780 pages annually.

He has a wide acquaintance among advertising men and sales managers. His experience includes eight years on "the other side of the desk" as Sales and Advertising Manager. He has adequate offices, organization and finances.

To two magazines—and two only—he offers his abilities in creative selling to materially increase their advertising revenue.

Correspondence strictly confidential.

Write ABC, Printers' Ink

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PRINTERS' INK

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OPPICE: 185 MADISON AVENUE, NEW YORK CITY, TELEPHONE; ASHLAND 6500, President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS-Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager. Atlanta Office: 704 W GEO. M. KOHN, Manager. 704 Walton Building,

St. Louis Office: Syndicate Trust Building, A. D. McKinner, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager. Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadiau, \$1.00. Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, minimum order \$3.25.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROY DICKINSON, ASSOCIATE Editor ALBERT E. HAASE, ASSOCIATE Editor BERNARD A. GRIMES, News Editor

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H. W. Marks

James H. Collins, Special Contributor A. H. Deute, Special Contributor John Allen Murphy, Special Contributor

Chicago: G. A. Nichols D. M. Hubbard Russell H. Barker Washington: James True London: Thomas Russell

NEW YORK, OCTOBER 21, 1926

Manufacturers Needed: who have no Education in great amount of Pricing luck in "educating" the retailer find there is one instructive topic upon which he is always ready to tune in. This is

profit-getting. In our deliberate opinion-and the idea is not altogether original with us, having grown out of recent conversations with some of the country's leading merchandisers-here is the topic of all topics that should enlist the best efforts of all whose well-being is bound up in that of the retail The dealer may have great store. difficulty in buying right. may be drags on his selling. His

conception of advertising may be incomplete. But if he could price his goods right (and this is something he absolutely does not know how to do), his troubles would be in a fair way to be over.

Many a retailer is falling short a reasonably satisfactory net return on his business, and therefore is grievously handicapped in all ways, because he has not the understanding or the courage that will enable him to take an occasional fancy profit. This, we suppose, is a queer thing to say. But anybody intimately acquainted with selling knows it is true. If it were not for the item, here and there, upon which the dealer can realize a profit of 100 per cent, or even 200 per cent, he could not come anywhere near getting a reasonable average net profit on his sales as a whole.

On certain items he cannot expect, now or ever, to get a profit. Indeed he must sell some of them day in and day out at an absolute loss. On others he may get just a shadow of a profit. The bulk of his stock he sells at a stated percentage of mark-up-331/3 per cent gross on sales, let us say, for purposes of illustration. This, in the case of the smaller store, yields these days a net profit of around 10 per cent. How is the dealer going to get anywhere near this figure unless he has the nerve to take advantage of every legitimate opportunity to multiply his profits, and thus tend to even up on the items first mentioned?

"Why don't you speak out plainly on this thing to the retailer and tell him the real truth about pricing?" we recently asked a manufacturer friend.

He admitted he should do so but was afraid lest some guardian of Washington popular liberty in should misconstrue his advice. He had visions of being hauled up before the Federal Trade Commission or at least of being pestered by some bureau official or Congressman who knows just about as much concerning the economic aspects of this problem as does the newest retailer-perhaps less.

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reason for his apprehensions. Nevertheless manufacturers owe it to the interests of business as a whole to call this particular spade by its proper name.

Right pricing is perhaps the greatest need of the hour in the

retail store.

"Watch your profits!" is advice that should be kept constantly before every dealer.

Hiram W. Ricker. Sound . of Poland Advice to Springs, Me., is Publicity a successful advertiser. He has built up a national reputation for his hotel at Poland Springs and for Poland Springs Mineral Water. Because of this record he was made chairman of a committee of the New England Council which has been given the task of promoting the recreational resources of New England.

At a recent meeting of the council, Mr. Ricker offered some observations regarding the selling of recreational resources which should recommend themselves to all business men who are lending their support to the development of their communities. Too often these men are swayed by publicity agents into believing that free publicity will accomplish the task of bringing in new industries and tourist trade.

The futility of such dependence on free publicity is accurately gauged by Mr. Ricker who in-formed his fellow members of the council that New England can have just as much favorable publicity as any other section of the country if it is willing to pay for it through the use of paid space. These resources, in his opinion, constitute a commodity which is offered to the public in competition with the products of other communities. Their sale can be stimulated much the same as the sale of manufactured products, by advertising.

This is sound advice. Any community that sincerely believes in its potentialities should not hesitate to back up its belief with an investment in advertising. Through paid space it can tell its story in its own way, when and where it wants to say it without submitting itself to the ignominy of being a charity

Applaud Cut-Price Jobber?

Why A good friend of PRINTERS' INK suggests to us that we have been overlooking an

important merchandising development in the jobbing houses in the drug and grocery fields that are dealing wholly in advertised brands of goods. "These men," he says, "are doing things for advertising.

If our friend would take the trouble to analyze the proposition a bit he would conclude that the things are being done to advertising instead of for it.

Here is the story: During the last few years has come about the development of what is collectively known as the cash-and-carry jobber. This gentleman, nearly always with limited capital, deals in quick-moving goods that have been made that way through advertising. stock, consisting wholly of well-advertised staples for which there is continuous demand, is almost as liquid as good bonds or even money itself. His investment is so small that he can turn it over and over at a dazzling rate. He has no sluggish goods that will hold back the turnover process.

His operations are at once hailed as marking the triumph of good advertising, showing its power to multiply turnover and make a satisfactory profit on a small in-vestment. Theoretically there is no fault to be found with this sort of thing and superficial observers are perhaps not to be blamed for the applause they give it.

But, sadly enough, this enter-prising middleman is a price cutter. He gets the goods from the manufacturer at the regular jobber's discount. And then, because he sells for cash, does not make deliveries and handles goods that are practically sold before he gets them, he is able to cut this discount in half or more than half.

Many of the retailers who buy from him at this arbitrary discount use the advantage to become price cutters themselves. The outcome has been-and leading manufacturers will bear us out in this statement-that promiscuous price cutting on advertised goods is becoming rather common in grocery stores and drug stores, especially in the latter. The cutting is not done skilfully and with a set purpose in view, as is the case with the chain stores, but is employed impulsively and unintelligently to bring in immediate business, thus piling up plenty of trouble for the future.

No exposition is needed here to prove how mischievious such a practice is and can become.

The cut-price jobber, handling only strictly limited lines, cannot possibly perform any essential service for business. The retailer vice for business. must have full stocks. And, with due respect to advertising, he cannot make up absolutely full stocks out of advertised goods. Inevitably he must have a considerable range of merchandise without branded names, that may move slowly. He has to get this from the full-line jobber. If he buys all the quick moving goods from the cut-price man how is the other jobber going And if he cannot exist to exist? where is the dealer going to get a considerable portion of his requirements?

There is plenty of right and wrong on both sides of the argu-Doubtless in time there will be a compromise solution, economically correct or nearly so. Meanwhile, why applaud the cutprice jobber and point to him as an illuminating example of success that comes through handling advertised goods? Why should manufacturers build up an advertising asset for their products and then turn this over to an element that misuses it in a way to defeat the very purpose for which it was

created?

Five Tests Acompany which has been for Picking than for more New Markets twenty years consistent user of advertising space, has developed during the last few years a method of picking terri-tories in which its advertising is

intensified. This method, which the sales manager calls his "five favorable factors plan," has resulted in changing the company's advertising schedule entirely. Instead of picking out an arbitrary number of cities this plan involves a study of its own product in relation to these five factors:

1. Present distribution in relation to possible outlets.

2. A friendly wholesale distributor.

3. Retailers of good credit rating and progressive business methods.

4. A company salesman who was better equipped than the average in his ability to offer resale ideas to retailers.

5. A present volume of business which indicated favorable consumer acceptance for the company's line and name.

A careful analysis by the traveling sales manager and the office vice-president in charge of sales developed a list of twenty-four such centers in the whole country. In these centers the company intensified its sales effort and concentrated its advertising.

In former years this effort was scattered over twice the number of cities and yet concentration by the method outlined, the company reports, has greatly increased sales.

Other companies may easily discover different favorable factors or allot a different proportion of importance to several of those used by this company.

The general plan of applying the subjective rather than the objective yardstick to determine new market possibilities is one which is commending itself to an everincreasing number of advertisers.

Westchester County, N. Y., Weeklies Elect Officers

Thomas M. Kennett, publisher of the Pelham, N. Y., Sus, has been re-elected president of the Westchester County Weeklies, Associated. Frederick Dromgoole, of the Mt. Kisco Recorder, and C. E. Lovejoy, of the Bronxville Press and Eastchester Citisen-Bulletin, were made vice-presidents. G. Harris Danzberger, publisher of the Hartsdale Herald, is secretary, and Colin T. Naylor, Jr., of the Peelskill Highland Democrat, is treasurer.

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Newell-Emmett Company

Incorporated

Advertising . Merchandising Counsel 120 WEST THIRTY- SECOND STREET

New York

AN ADVERTISING AGENCY FOUNDED ON THE IDEA OF RENDERING SUPER-LATIVE SERVICE TO A SMALL NUMBER OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co. Johns-Manville Incorporated Western Electric Co. The T. A. Snider Preserve Co. Loose-Wiles Biscuit Co. Graybar Electric Company Association of American Soap and Glycerine Producers

"NOT HOW MUCH, BUT HOW WELL"

Two new records in advertising gains

For the eighth consecutive month *Printers'* Ink shows an increase in total advertising volume over the same month last year.

September also exceeds by a wide margin the amount of advertising carried in any September in the history of the publication.

The net paid circulation is also at its high water mark without the use of forced methods.

Printers' Ink Weekly

21,390 Net Paid Circulation

185 Madison Avenue

New York

21, 1026

Biggest October issue in seven years

October Printers' Ink Monthly carries more display advertising than any other October issue since 1919 when the Monthly was started.

The November issue which just closed will also show a gain in advertising over last November.

Because of editorial merit, the *Monthly* now has a larger paid subscription list than ever before in its history.

Printers' Ink Monthly

16,963 Net Paid Circulation

185 Madison Avenue

New York

Advertising Club News

Seventh District Elects E. A. Guise, Chairman

E. A. Guise, of the Tulsa Advertising Club, was elected chairman of the Seventh District of the International Advertising Association at its sixth annual convention which was held at

Tulsa last week.

Tulsa last week.
Representatives of clubs from the five
States, Missouri, Kansas, Oklahoma,
Arkansas and Louisiana, which make
up the Seventh District, were in attendance. Flood conditions cut down the out-of-town delegations considerably but a heavy local attendance helped to off-

set this.

Norman Lewis, of the Chappelow Ad-Norman Lewis, of the Chappelow Advertising Company, St. Louis, in a discussion on advertising as a world force, cited successful businesses which have been built up through its intelligent use. He told how these concerns, from small beginnings had, through well directed advertising, built national distribution and established public confidence.

Research and market analysis in their relationship, to successful advertising.

Research and market analysis in their relationship to successful advertising was outlined in a talk by Charles E. Bowles, of Foster-Hamilton-Ryan, Inc. Taking as his topic, "Don't Shoot Until You Definitely See Your Target," he said, in part: "Today American business is confronted not with a production problem, but with the necessity for a problem but with the necessity for a problem but with the necessity for a better organized and directed sales and advertising program that manufactured goods may not pile up and create uneco-nomic inventory problems."

The election of Mr. Guise, as chair-man was the only change in admin-istration made at the convention. Other

officers will not be elected until a conference of district executives is held.

All arrangements for the convention were taken care of by the Tulsa Advertising Club, of which Fred L. Foster, of Foster-Hamilton-Ryan, Inc., is president. It was voted to hold the next convention at St. Louis.

W. J. Hofmann, Portland Club Convention Chairman

W. J. Hofmann, advertising director of the Portland Oregonian, has been named chairman of the general convention committee of the Advertising Club of Portland, Oreg., for the convention of the Pacific Coast Advertising Clubs Association which will meet at Portland from June 19 to 22.

H. T. Bussmann Heads St. Louis Club

Harry T. Bussmann has been elected rairy 1. Bussmann has been elected president of the Advertising Club of St. Louis. The other officers are: First vice-president, Fred W. Winsor; second vice-president, W. J. Johnson; third vice-president, R. M. Wright; secretary, H. J. Echele, and treasurer, Frank Fuchs. Discuss More Business Through Advertising

"More Business Through Advertising" was the theme of the annual convention of the Eighth District of the vention of the Eighth District of the International Advertising Association, which was held last week at Minneap-lis. Following the opening session, which was reported last week, election of officers was held. John W. Lapham, executive secre-

tary of the North Central Electric Association. elected chairman

to succeed John
H. DeWild,
P. J. Barry, of
the Northwest
Beil Telephone Company, Duluth, was elected vice-chairman for Min-nesota. Vicechairmen, repre-senting Montana and North Dakota, will be elected later. Truman G. Brooke, Minneapolis, was elected secretary-treasurer.



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J. W. LAPHAM

Referring to the Reterring to the advertising situation in country districts, Ludwig I. Roe, publisher of the Montevideo, Minn., News, said: "Country people want more facts in advertising copy and less inspiration. They are interested not so much in the picture of a beautiful automobile, for example, as in its gas and oil record. Emotional, sentimental and social appeal does not get nearly as far with people in the rural district as information on genuine values." as information on genuine values.

as information on genuine values."

J. Sidney Johnson, advertising manager of the Western Grocer Company,
Marshalltown, Iowa, stated that manafacturers and jobbers have in the past
taught independent retailers to be good
store managera. Retailers, he said, are
still spending as high as 50 per cent of
their time buying from salesmen.
Greater attention must be devoted to
giving retailers more time for selling,
advertising and merchandising if they
are to auccessfully withstand the conare to successfully withstand the competition of chain stores.

At a convention luncheon which was held on October 12, there was an attendance of 450 delegates and gut at the speaker was Earl Bowman, of the S. D. Warren Company, Boston, who

S. D. Warren Company, Boston, who discussed direct-mail advertising.

A resolution was adopted at the convention petitioning for a redistricting, to that the Eighth District will include more natural trade territory. Guy H. Cleveland, advertising manager of Luther Ford & Company, Minneapolis, was general chairman of the committee which arranged for the convention. Mankato, Minn., was selected as the meeting place for the convention in 1927.

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Association Publication

Advertising has been eliminated from the "E. A. A. Bulletin," official publi-cation of the Engineering Advertisers' Association, of Chicago. This action follows a decision reached by the board of directors which felt that it was not consistent with the policy of many of

small advertising cards.

In a letter which has been sent to bulletin advertisers, the Association states that it "is pleased to be in agreestates that it "is pleased to be in agree-ment with the Associated Business Papers, Inc., to this extent, at least, is its campaign against various forms of burdensome advertising." The di-rectors wish to continue publication of the bulletin but are confronted with the problem of providing funds for this

An increase in membership dues is An increase in membership dues is not deemed advisable and, instead, an amendment to the by-laws has been drafted whereby a class of sustaining members is to be created. The proposed membership will carry annual dues of \$50. Publications, agencies and others now represented by associate membership, will be eligible to the new class of membership.

Alexander B. Greenlest, chairman of

the new class of memberanip.

Alexander B. Greenleaf, chairman of
the program committee, reports that
responses received from a questionnaire
sent to members indicate what topics
are most desired for discussion. A are most desired for discussion. A majority of replies express an interest in market analysis. Next, in order, are copy writing and advertising hadgets. In its selection of programs for forthcoming meetings, the committee will endeavor to arrange for a thorough discussion of these topics.

Pacific Coast Clubs Association Appoints L. H. Spight

Lindsey H. Spight, of the national advertising department of the Portland Oregon Journal, has been named secre-tary-treasurer of the Pacific Coast Ad-vertising Clubs Association.

J. W. Longnecker to Present Attendance Trophy

John W. Longnecker, chairman of the New England District Advertising Clubs, has offered a trophy to be awarded to the advertising club hav-ing the largest representation at the New England District convention at Worcester, Mass., on November 8 and 9.

Dale Brown on Better Business Commission

Dale Brown, manager of the Cleveland Better Business Bureau, has been elected a member of the board of gov-ernors of the National Better Business Commission.

Advertising Eliminated from Program for Tenth District Meeting

Delegates from advertising clubs throughout the State of Texas will meet together at Beaumont on October 24, 25 and 26, when the annual convention of the Tenth District of the International Advertising Association will be held. The first business session will take place on October 25, James P. Simpson, president of the district, pre-

The program follows: The program follows:
Address by J. R. Ozanne, advertising manager, Carson, Pirie & Scott, Chicago; R. Mooney, B. & O. Cash Stores, Temple, Okla., "How We Conduct a Metropolitan Store in a Small Town"; Shelly Tracy, Dallas, "Agencies, Their Place in Advertising Development"; and a talk on outdoor advertising by Frank Colby, Houston Poster Advertising Corporaty

Frank Colby, Houston Lossel ing Company,
October 26, morning: George Forrestall, president, Associated Retail
Advertisers, "Retail Copy and How to
Make It Interesting"; A. M. Honnet,
Sears, Roebuck & Company, "What
Are the Essential Differences between
Parall and Direct-Mail Merchandis-Are the Essential Differences between Retail and Direct-Mail Merchandising?" H. J. Kenner, manager, New York Better Business Bureau; C. B. Gillespie, vice-president, Houston Chromicle, John W. Carpenter, president, Advertise Texas Committee, Inc., and C. K. Woodbridge, president, International Advertising Association.

These talks will be interspersed with general discussions from the floor.

Baltimore Club Paper Called "Copy"

"Copy" has been chosen as the name of the official publication of the Adver-tising Club of Baltimore, Md. A campaign has been started by the club for the enrolment of 500 new members.

New Account for St. Louis Agency

The Germo Manufacturing Company, St. Louis, poultry and live stock remedies, has placed its advertising account with the John Ring Jr., Advertising Company, also of St. Louis.

Women's Club of Baltimore Hostess to Men's Club

The Women's Advertising Club of Baltimore held a meeting on October 18, to which the members of the Advertising Club of Baltimore were invited.

Office Equipment Account for George Batten

The Art Metal Construction Company, Jamestown, N. Y., manufacturer of steel office equipment, has appointed the George Batten Company, Inc., to direct its advertising account.

The Little Schoolmaster's Classroom

HERE may be a thought on exclusive agencies and consistent advertising in the report of a recent conversation in the Schoolmaster's home. On being regaled with a cup of coffee which tasted particularly good, he asked the brand. His wife replied that it was Maxwell House. Agreeing with the slogan that it was good to the last drop, the Schoolmaster took occasion to preach a little

advertising sermon.

His point was that his wife could not go out and buy another can of any brand of coffee, beans, spaghetti or what-not, unless she was able to go to any convenient grocery store and call for it by name. She couldn't have asked for this particular coffee unless she had seen it advertised, the Schoolmaster said. He asked if any member of his household could think of any good coffee that was not advertised. Almost immediately Mrs. Schoolmaster and the foreitnesses. and the family nurse of ten years' service, agreed on another brand. Paul Revere coffee was the family answer. Mrs. Schoolmaster said it could be bought only in one store in the little town where she was born and said much concerning the smell of a bag while it was yet far off. The opinion was unanimous that it was by all odds the finest coffee wife and nurse had ever tasted. Nurse reminded wife of the old, loved label which designated each separate bag.

"When I go up to East Attleborough on my vacation at Christmas I am going to try to get you a package of it," said the nurse. "Brother John is the only man who can sell it up there. I haven't heard about it lately but I am going to see if I can't get you one

package."

She told how Brother John ad-ertised. Whenever the Methovertised. dists or the Presbyterians or the Knights of Columbus were having a bazaar, Brother John would donate a quantity of Paul Revere coffee to the committee in charge.

The Schoolmaster is waiting with interest to discover if on her forthcoming trip, his child's nurse will be able to find one package of Paul Revere coffee in Brother John's store, or whether like so many other names once familiar to housewives, it has gone into the limbo of forgotten things. Thinking over the matter later the Schoolmaster determined to write some time an article to prove the value of universal availability and consistent advertising to make any product a national success instead of a valuable museum piece, placed under glass for the delectation of an occasional connoisseur.

Advertisers using many mediums, particularly when a number of these mediums are of comparatively small circulation, often find it impossible on account of varying page sizes to send electros to the entire list. Therefore they are at the mercies of the various compositors who set up copy for the different mediums. Frequently the service is excellent. Unfortunately in many instances the copy, when set up, is so far from what the advertiser wanted that he finds difficulty in recognizing his own

The John C. Winston Co., publisher, has had this difficulty for a number of years and has been able to solve it to a large extent by the use of "The Winston Ten Demandments." The "demandments" are printed on a sheet of yellow, gummed paper and are at-tached to each piece of copy that is sent out. They read as follows:

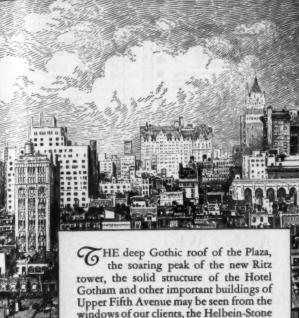
The Winston Ten Demandments

If your aim is to satisfy us, one of your advertisers, you will welcome these suggestions. Copy set in accord with these instructions will be less subject to revision—and who knows betten you that there is no profit in correcting an advertiser's proof?

1. The copy for this advertisement was prepared carefully. Be sure to follow it:

follow it.
2. Regard highly the lavout for this

OUTLOOKS



the soaring peak of the new Ritz tower, the solid structure of the Hotel Gotham and other important buildings of Upper Fifth Avenue may be seen from the windows of our clients, the Helbein-Stone Company, Inc., makers of fine Helbros watches for men and women. This is an appropriate outlook since the exquisite merchandise of this firm appeals to people who live luxuriously and buy their belongings with taste and discrimination.

CHURCHILL-HALL

H.B.LE QUATTE, President

50 UNION SQUARE NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

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Ed U.S. Vend Wass

YOUR OWN MOTION **PICTURES**

INDUSTRIAL EDUCATIONAL ADVERTISING

Ask fer our new folder describing the various uses to which a Stan-ley film can be put. No obliga-tion incurred.

Over 5,000,000 circulation weekly.

ADVERTISING CO

General Executive Offices 220 W. 42nd St., N. Y. Wissensin 0610 Phila. Office, 1916 Race St.

Wanted:

A Man Who Can't Write Hum-drum Men's Clothing Advertising

A large chain of large stores with a real story of manufacturing - and - merchandising to tell wants a man to lift the bulk of present newspaper copy-writing to his shoulders.

The work needs no patient retail-detail plodding, but asks imagination, vision, and a flair for aggressive, dramatic presentation.

To a man, probably young, who can absorb the strength of successful ideas and add thereto his own, who can write vigorous advertising with a selling twist seldom found in the retail field, this business offers a position of immediate in-terest and stimulating possi-Address full details bilities. to "E.," Box 155, Printers' Ink. advertisement. It was made to help

you.

3. The type specified is our first choice. If you do not have it, use the type most similar to it. Be save to use the size mentioned or justiful the use of a different type size.

4. Be sure to send three proof. One proof is quite insufficient.

5. When in doubt about something.

put a query mark beside whatever you question.

6. Do not use punctuation marks at the end of display lines.
7. Do not use decorations unless

called for in copy.

8. If we make a vital change in a proof, be sure to send us a corrected proof for our O. K.

9. Be sure to return electros. 10. Strive at all times to make your 10. Strive at all times to make your efforts appeal to our ideas. It is ealy through your interest and following these friendly suggestions that we can expect a satisfactory advertisement and you can have a satisfied buyer of space. The time you spend in reading this message is not wasted. You will undoubtedly keep down the cost of casposition by following these suggestions.

Since using this idea, according to an official of the company, this advertiser has noticed at least a 300 per cent improvement in the appearance of the submitted proofs. This official also points out that although the company feared that the "demandments" might antagonize compositors the result has quite the contrary. One printer, indeed, has asked for ten copies of the "demandments" to post in his shop.

The problem is a disagreeable one and it is doubtful if it can On the ever be solved entirely. other hand an idea, such as the "demandments," does go a long way toward making it less acute and assuring advertisers a much higher percentage of well-set copy.

If any member of the Class has ever opened a package of Shredded Wheat he will recall that the different layers of the product in the homely package have been separated by plain light-weight cards. These blank slips have been there since the time when the Schoolmaster's memory runneth not to the contrary.

Get a package of Shredded Wheat today and you will find that those one-time blank slips now carry messages that interest you in the product you are about to est.

The Shredded Wheat Company

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re being made by many other sunfacturers who have used our co over a period of years, inding:

gmerican Face Brick Assa. California White and Sugar Pine Mirs. Assa. Celotex Company Common Brick Mirs. Assa. Crone Company Kener Incinerator Co.
Long-Bell Lumber Co.
Paine Lumber Company
Riddle Co.. The
Edward N.

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Edward N.
U.S. Materials Co.
Vendor State Co. Vendor State Co. Wepmuth-Endicott

In the words of-

A. T. Hugg, Advertising Manager of Detroit Steel Products Company-

"I am glad to say a word in favor of National Real Estate Journal, as we led it to the surest and most commonical ways of reaching the investment builder market, which, after all, controls a majority of the homes built in the United States."

This is typical of letters from leading manufacturers showing how we help them sell Real-tors—America's Homebuilders.

NATIONAL ABC REAL ESTATE ARE **JOURNAL**

Perter-Bede-Langtry Corporation, Publishers

139 N. Clark St., Chicago

SUCH A HOME IS SELDOM PLACED ON SALE

PARRISH & BYRD

They'll Help You Sell The Houses YOU Build

Investment builders are naving more on nationally advertised products as Fenestra Windows to help cell the hope build.

renestra advertising is reaching home buyers everywhere to recognize the merits of Fenestra Steel Windows—the better light and ventilation

ey, afford; the cory, attractive effects the oduce; their freedom from sticking and warp g; their easy cleaning advantages; their security on had wenther; and finally, their surprising

homes large and small shops and small factories garages and service stations acres and other buildings.

School's Comment Window Remotra Rasement Windows

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Built a Business with Little Money

Mine months ago my present employer had one machine (in its original crate), no advertising, no salesmen, and had made no finished product.

Today he is equipped to do half a million dollars a year and is making a profit. His investment has been unbelievably small.

The man who devised the selling plan, wrote the advertising, selected and trained the salesmen, and who now manages the business wishes to become associated with an established manufacturer or advertising agency in an advertising or merchandising capacity. Good references. Address "H," Box 156, Printers' Ink.

"You Have Rare Ability as an IDEA MAN"

The head of a prominent 4-A New York Agency told me last week. He also said my ideas were sound, well presented and that I was exceedingly prolific and resourceful. Good also on layouts and copy. Am 36, with 10 years' agency experience on a wide range of accounts. Available new. Address "X." Box 158, Printers' Ink.

Photostats ///
of any subject
By Photographers
Fast Messager Service
PACH BROS

28 West 44th Street, New York, N. Y.

Binders for Printers' Ink

PRINTERS' INK binders will held an average of nine copies each. Figure at hinders for a year's copies. Each issue, as received, can be securely ratemed in the binder. by a very simple arrangement, and beautiful the binder of the binder of the binder of the binder of the book with all inside margine fully visible. Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' 181K PUBLISHING GOMERANY 135 Madison Avenue, New York



is an old advertiser. It has been a long time finding out that it could use those blank slips for "copy" purposes. Maybe there were good reasons why it could not use them before now. At any rate, here is a good example of a humble advertiser—an advertiser that is not too old to learn.

A company making farm lighting plants believes in giving its dealers all sorts of help by passing on practical and helpful ideas to its prospects. Farm-owner power and light prospects are their dealers' best bets. The company tells its dealers how they can make a valuable suggestion to them. Every farm, the company points out, should be known by a distinctive title apart from the name of its owner. Such a name makes the farm not only easier to locate but has definite value as a business builder.

The company tells how the farm name should be displayed and shows that a distinctive name can be sold with the farm just as a manufacturer's trade-mark can be sold. Then the company makes a suggestion as to how the dealer can most intelligently suggest names to farmers which will best fit their farms. The best names, it says, are those which bring up in the reader's or rather rider's mind the mental picture of the farm and its products. Some excellent suggestions for farm names come as the result of historic associations and still others because of the situation of the farm.

Suggesting to a power and light prospect that he name his farm and then aiding him in selecting the name, telling him how to display it properly and then advertising it, would seem outside of the electric dealer's usual problems. Yet the plan is a good example of the modern tendency to urge dealers to sell helpful suggestions to their customers as well as the One of the merchandise itself. most progressive advertising agents in America told the Schoolmaster recently that the greatest obstacle to better advertising is the diffi-

A High Grade Low Pressure Executive

seeks a connection with some organization which is obliged to go beyond its ranks for a sales executive. He rose, by sheer ability, from a driver to the Vice-Presidency of one of the country's leading industrial organizations, in full charge of sales and with joint responsibility for a wide range of activities. When he resigned recently, he was earning twenty odd thousand a year, but is ready to adjust income to suit a desirable opportunity.

He knows how to direct and develop men. By creating substance and value out of intangibles, he has always made price a secondary factor. His organizations have dominated the two fields in which he has been active, yet have held the trade's good will and competitors' respect.

Inquiry through banker, attorney or other private channels will be welcome, but principals may write direct with assurance that their confidence will be respected.

Address "A," Box 151, c/o Printers' Ink.

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Able Advertising Solicitor Available

As a solicitor of advertising space in trade pagers, I have "entered the market" only twice in the last eighten years. This is evidence of satisfactory service that should appear to the service appear to the service and th

Address "G," Box 157, Printers' ink

It's a Future I Want - not Just a Job!

At thirty, a man looks to that-a future with a reputable concern where reliability, integrity, aggressiveness, a working knowledge of finance and general stability of character counts. Well-seasoned in experience-

-and I can SELL!

Address "B," Box 152, Care of Printers' Ink

Sales and Advertising Executive

also familiar with production, seeks connection with manufacturer. quainted with Radio, Electrical, Automotive and Industrial trades. export experience, Technical graduate, creative, constructive, age 40, married, normal earnings \$5,200. Address "L," Box 160, Printers' Ink.

culty of persuading the manufacturer to shift his viewpoint from inside his factory walls to the the retail store of the man who distributes his product.

McKennee & Taylor Appoint New Vice-Presidents

James T. McCambridge, copy chief of McKennee & Taylor, Inc., New York advertising agency, has been elected vice-president. Werner Stenzel, who advertising agency, has been elected who has conducted an advertising business at New York, has joined this agency a vice-president. Miss L. McKenne, production manager, has been elected

James I. Taylor has resigned as vice president and treasurer of McKennee & Taylor.

C. M. Ogle Buys Interest in Hendersonville "Times"

J. T. Fain has sold an interest in the Hendersonville, N. C., Times to C. M. Ogle, formerly managing editor of the Kokomo, Ind., Dispatch. Mr. Ogle will have editorial charge of the paper.

Appoint Charles C. Green Agency

Fitch, Crossman & Company, investment bankers, Philadelphia, have appointed the Philadelphia office of the Charles C. Green Advertising Agency, Inc., to direct their newspaper adver-

Gain in Chicago Pneumatic Tool Profits

The Chicago Pneumatic Tool Co-pany, New York, and subsidiaries, report a net profit of \$718,405, after charge, for the rice. for the nine months ended September 30, 1926. This compares with \$460,609 for the corresponding period of 1925.

Appoints Whitman Service

The Conneway Electric Laboratorie, Hoboken, N. J., manufacturer of Mar-natron radio tubes, has placed its adve-tising account with the Whitman Adve-tisers' Service, Inc., New York.

The Hupp Motor Car Company, Detroit, reports sales of \$38,824,520 for the first eight months of 1926. Net income, after charges, for this period was \$2,717,814.

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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters Modern Cut-Cost Equipment Also Rebuilt Machinery

A. T. F. Co. Conner Fendler Branch, A. New York City

New Bulletin of Publishing Properties for Sale just out. Send for your copy. HARRIS-DIBBLE COM-PANY, 345 Madison Avenue, New Send PANY, 3. York City.

Salesman in New York wants to represent large, responsible company who want and can produce two to seven color labels in quantities. Commission only. Box 510, Printers' Ink.

A High Grade Executive-British born American executive sales training-and export executive sales exp. desires posi-tion as Resident Manager in London for American concern. Box 506, P. I.

Are you suffering from lack of customers? Would you like to sell your business and still own it? Do you have a service proposition that is starving from want of Contract-Customers?

learn how to get what you want done in one-half the usual time at one-half the usual expense. Organizer. Box 507, Printers' Ink.



YOUR SPARE TIME

Write for exclusive territory on our copyrighted Farmers' Calendar. Just one size, righted Farmers' Calendar. Just one size, one style. Sample weighs two ounces. Big seller to Banks, Hardware Merchants, Implement Dealers, Real Estate and Insurance Agents, Lumber Yards. In fact every line is a prospect. If you fail to sell but report the call, we get the order and pay you just the same. Old established Company with loyal customers and 90 per cere recessed business. In writand 90 per cent repeat business. In writ-

give permanent address.

AMERICAN CALENDAR CO.

Greenville, Tennessee

High-Grade Publication Wanted. Printing plant in Central New York can take contract for printing High-Grade Small Publication. Well-equipped Plant—Monotype, 2-color Press, exceptionally good composing room and bindery equipment, etc. Box 481, Printers' Ink.

ADVERTISING REPRESENTATIVE-Michigan, Ohio and Indiana territory open for an aggressive salesman. All or part time. Commission. Two successful trade papers. Address Box 498, Printers' Ink, Chicago Office.

PUBLISHER'S ASSOCIATE WANTED Active or Silent

who can invest approximately \$25,000 in National Business Weekly that has been tested out and is now ready for rapid development into a great property. Box 492, Printers' Ink.

An excellent opportunity for a monotype operator to acquire and operate a composition trade plant in a city of 100,000 in the South. Plant now owned by a printing concern who will continue its patronage. Will sell its monotype dept., consisting of keyboard and caster with all necessary appliances to responsible parties, part cash and liberal terms. A good money making proposition for the right man. Write for full information. Box 504, Printers' Ink.

BOX 504, Printers' Ink.

AN EXCELLENT OPENING FOR A
BUSINESS-LIKE YOUNG MAN,
PREFERABLY A COLLEGE GRADUATE. ONE WITH LITERARY
TASTES, OR SOME NEWSPAPER
EXPERIENCE, TO BECOME INTERESTED IN A COMPLETELY
ORGANIZED BOOK PUBLISHING
CORPORATION WITH EXCELLENT
PROSPECTS, WHICH HAS NOT
ONE DOLLAR OF DEBTS, AND AN
UNUSUALLY GOOD FIELD TO
WORK IN. HE WILL BE REQUIRED
TO BRING WITH HIM, FROM
\$10,000 TO \$25,000 (INVESTMENT
GUARANTEED) AND NOT BE
AFRAID TO PULL OFF HIS COAT
AND WORK HIS WAY UP TO A
BIG GROWING FUTURE. ADDRESS
"BOX B." SUITE 1004-1009 AT 1841
BROADWAY, NEW YORK CITY.

HELP WANTED

NEW YORK REPRESENTATIVE

of leading horticultural trade weekly, young man to report news, develop subscriptions, solicit advertising. Good future. Write fully exp. and qualifications. Flor-ists' Review, 508 S. Dearborn, Chicago.

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I want to get in touch with free lance who does smashing German poster stuff. Address Box 490, Printers' Ink.

Advertising Salesman

trade paper experience, clean successful record, for responsible position. Address Box 508, Printers' Ink.

ASSISTANT EDITOR—On horticultural trade weekly, man experienced in copyediting and proofreading. Knowledge of field preferable but not necessary. Florists' Review, 508 S. Dearborn, Chicago.

High Class Indoor Sign Salesmen

Choice territories open. Only sign salesmen with successful records need apply. Write, in detail, Box 496, Printers' Ink.

Advortising Representatives, men or organizations, in New York, Boston, Buffalo, Pittsburgh, Chicago, Milwaukec, St. Louis and Indianapolis, for national trade publication. Exceptional opportunity for exp., responsible representatives. Reply to Box 486, Printers' Ink.

Wanted Good Advertising Salesman for farm paper, man who knows the South and Texas preferred. Straight salary. Write giving experience, age, salary expected, previous connections, etc., to advertising manager, Oklahoma Farmer Stockman, Oklahoma City, Okla.

BALESMEN WANTED

Thoroughly experienced to represent well-established firm manufacturing exclusive high-grade line of advertising displays incorporating the paint process method on cardboard and fabric. State full particulars of past experience. Box 499, P. I.

Agency Contact Men

Aggressive Detroit advertising agency, small, well financed, national recognition, desires two men to sell agency's services. Many prospects. Excellent cooperation. Gentiles. Box 483, P. I.

Production Manager—Old established advertising agency has opening for a good man to supervise Production Dept. Must have exp. in buying art work, engravings, printing and electrotyping, have a good knowledge of the English language. Write fully giving full details of previous employment and references. State salary desired. Box 511, P. I.

Salesmen Who Can Sell!

Primarily we want two salesmen—men who can really self—self books, typewriters, life insurance or automobiles. Men who are not equal to earning \$8,000 to \$10,000 a year need not apply. If you have confidence in your ability to self—to self anything—we can provide the opportunity in a well and favorably known line of high grade six and eight cylinder automobiles. You will be given every assistance, a liberal sales policy, a \$50 per week drawing account and the highest commission paid in New York. Apply to KLINGER BROTHERS, 1712 Jerome Ave., Bronx, N. Y. City.

ADVERTISING COPY WRITER AND LAYOUT MAM to prepare newspace advertisements, direct-mail and dealer literature and house-organ atorics along Quality lines for large manufacture of nationally advertised pianos. State age, experience and salary expected. Box 484, Printers' Ink.

SALESMEN WANTED

30% commission selling a newspaper cut service to grocers. Fine art work, strong copy with a human interest appeal. A profitable side line making you \$31.20 cm each sale. State territory covered and you exp. with cut services. Address Charles E. Morgan, Human Interest Advertising, 2404 W. Seventh St., Los Angeles, Calif.

Advertising. The production man in the advertising department of a national distributor needs an assistant. Applicant should be between 20 and 25, have a working knowledge of engravings, type and production and be capable and willing to accept responsibility for details. Agency production experience, while not easential, will count in applicant's favor. Please state salary desired. Box 82, Room 200, Times Building, New York City.

Advertising Solicitor Wanted

A man with a "scheme" mind who knows merchandising and is familiar with premiums, to sell advertising in New England for the only trade paper in the premium field. He must be about 35 years of age; able to reach big executives and sell them on the opportunities for their goods in the premium field in connection with this magazine's Buyers' Want Service Department. Must have clean record for aggressive work that has been successful. Boston resident preferred. Permanency with an income as big as he makes it awaits the right man. A Manhatan job also open. Address: THE NOVELTY NEWS, Waukegan, III.

POSITIONS WANTED

Bome N. Y. Agency may welcome copy help on 1 or 2 accounts. Responsible free lance, over 30, now writing national copy for non-competing products. Box 502, Printers' Ink.

Artist

Illustrator, experienced, desires position. Will leave city. Box 491, Printers' Ink.

Advertising Manager

Forceful copy writer; attractive layouts; thorough knowledge merchandising and mechanical details; capable sales executive, thoroughly conversant with trade. consumer and direct mail advertising; 8 years' experience. Box 175, 228 West 42nd Street, N. Y.

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Advertising Assistant. 21. Two years of agency exp. has given me a knowledge of production, layout, etc. University trained. Salary secondary to future. Available soon. Box 487, P. I.

ARTIST

capable, seeks connection with reliable firm, experienced in Service, Magazine and Syndicate work. Cartoons, figures, layouts, etc. Box 505, Printers' Ink.

SECRETARY and ASSISTANT to ADVERTISING EXECUTIVE

Over seven years' experience. Capable of assuming responsibility intelligently. \$40 to start. Box 497, Printers' Ink.

Expert Male Stenographer

Can write copy; make neat layouts. Wishes connection where creative ability wins promotion. Box 495, Printers' Ink.

ARTIST

can render complete advertising art and plate service of special excellence, at very moderate prices Box 501, P. I.

Young Man, 20, with two years' ex-perience handling production end of several national accounts for widely-mown advertising agency, desires con-nection with another agency or in an advertising department. Box 489, P. I.

Young Man, proved ability and exp. in writing, widely traveled, with knowledge of foreign peoples and countries, and valuable executive exp., seeks copy-writing or other position with advertising agency. Especially equipped to handle travel ac-counts. Box 488, Printers' Ink.

ADVERTISING MAN

12 years' agency exp., now manager small agency. Complete knowledge space Seeking connecbuying and production. Seeking connection with Agency or National Advertiser. Man-sized salary. Age 29. Single. Box 509, Printers' Ink.

RESPONSIBLE EXECUTIVE

with 14 years' varied business experience, desires connection where his initiative and ability can be utilized in organization, market analysis, sales or advertising promotion, or management. College man, married, age 36, American. Box 494, P. I.

Copy Writer-of experience that in-cludes financial advertising and house cuoes nnancial advertising and house organ editing, fashion writing, and copy work in agency. Young woman of proved executive ability desires a larger opportunity than her connection in the Middle West offers. Available immediately—prefers the East. Box 503, P. 1.

ADVERTISING MANAGER

Young advertising manager with well rounded out exp. will prove valuable to manufacturer. Ten years creating, writing and planning effective, result producing campaigns; thorough knowledge of newspaper, magazine and trade paper advertising; dealer service, direct mail and production; versatile, resourceful and dependable. Well recommended. Age 35; married; vicinity of New York preferred; salary \$5000. Box 482, P. I.

ADVERTISING SOLIGITOR seeks a change. Now selling trade paper space in Middle West territory. Has also sold newspaper and general magazine space. Single and college trained. Box 485, Printers' Ink, Chicago Office.

Advertising Salesman, thoroughly cap-able, seasoned and successful worker, a producer on large national magazine, class and trade publication accounts; wide, favorable acquaintance New York and Eastern advertisers and agencies; best credentials; now open for permanent engagement; letters confidential. Box 500, P. I.

> Advertising man, 22, now employed in advertising department of national distributor of electrical products, desires agency work as assistant to account exceutive. Liberal art and advertising education. Agency and publication make-up experience, including thorough grounding in including thorough grounding in production, layout and copy. Box 83, Room 200, Times Building, New York City.

Production Manager

(Mcchanical Director) desires change before January 1st, 1927. Very capable typographer. Have bought considerable typographer. Have bought considerable Art-work, high-class printing, engravings, typography, etc. Can successfully manage men. Gets things done. Four-A Agency experience. Only interested in agency connection whose volume of business warrants a \$6000-a-year man. References. Age 32, married. Protestant. Available on two to three weeks' notice. Interested New York City only. Box 493, P. I.

CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Addressed in PRINTERS of the property of the printed printed property of the printed printed property of the printed pri matter, copy, drawings, etc. vertisers receiving quantities of samples from numerous appli-cants, are also urged to exercise every possible care in handling and returning promptly all sam-ples entrusted to them.

PRINTERS' INK acts in the PRINTERS' INK acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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Let Them See It

Lighted pictures of the right kind will put your ideas across in a big way, to all your dealers and branches alike. Everyone can see what you are talking about. Nothing obscures the view.

Ten years of special experience in preparing picture material for training purposes has highly developed the skill of this organization in producing lighted pictures of high quality and exceptional effectiveness.

Every picture we have ever produced has helped accomplish the buyer's purpose.

Jam Handy Picture Service

Newspapers' Film Corp'n
217 West Illinois Street, Chicago

Still and Motion Pictures-Animated Drawings-Screens-Slides

New York Representative, 51 East 42d St., MURray Hill 2296 Los Angeles Representative, 827 West 53rd, St., VERmont 6431 Dayton Representative, 787 Reibold Building, GARfield 338

Chicago Tribune Gains 17.3%

in National Grocery Advertising

DURING the first nine months of 1926. The Tribune gained 58,319 lines in national advertising of grocery products. This was a gain of 17.3% over the same period last year. The gain for the next paper in Chicago was less than half that of the Tribune, while the Chicago Daily News to 46.895 lines.

For generations advertisers followed a tradition that women preferred the evening paper. In a few cities the situation may still exist. It is not true in Chicago.

This change in feminine activity is no more revolutionary than hand-to-mouth buying, bobbed hair, cooperative buying, stayles waists, or the spread of instalment buying. It is part of today. The epochal years that have followed the war have smashed trade conventions. The new buying public has set new precedents.

Advertisers who sell to women are picking. The Tribune to tell their story in Chicago. Get the new facts.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

pity and suburban circula-Tribune is new 600,000. 000 more than delivered by Chicago paper. Total daily a is new in excess of 750,000.)